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U.S. DEPARTMENT OF COMMERCE  
United States Travel Service  
Office of Research and Analysis



# **VACATION TRAVEL BY CANADIANS IN 1975**

## **IN THE UNITED STATES VOLUME 10 THE ISLANDS**





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# **VACATION TRAVEL BY CANADIANS IN 1975**

## **IN THE UNITED STATES VOLUME 10**

A study of Canadian vacation patterns:  
Characteristics of travelers and trips to each  
of the nine regions of the U.S.  
as well as to the U.S. as a whole.

Conducted by  
Traveldata International

Sponsored by  
the United States Travel Service

the Canadian Government Office of Tourism

the Ministry of Transport (Canada)

New Brunswick Department of Tourism

and

the Montreal Star, Ltd.

December 1976



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## SECTION I

# HIGHLIGHTS OF CANADIAN VACATION TRAVEL IN 1975

### A. INTRODUCTION

This report provides an analysis of a survey entitled "Vacation Travel By Canadians in 1975" conducted by TRAVELDATA INTERNATIONAL for both the U.S. and Canada. The sponsors of the survey were: (1) The United States Travel Service; (2) Canadian Government Office of Tourism; (3) Ministry of Transport; (4) The New Brunswick Department of Tourism; and (5) The Montreal Star Ltd.

The survey represents the tenth in an annual series of studies describing Canadian travel patterns and vacationer characteristics. This report incorporates series data, in some cases back to 1966, to facilitate trend analyses.

The report contains 10 volumes. Volume 1--**Summary Report**— provides information on Canadian travel to the United States as a whole. The remaining nine volumes highlight Canadian travel to the entire United States and provide detailed information on Canadian travel to the nine U.S. tourist regions.

- Volume 1: **Summary Report** - United States
- Volume 2: **New England** - Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont.
- Volume 3: **Eastern Gateway** - New Jersey, New York.
- Volume 4: **George Washington Country** - Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia.

- Volume 5: **The South** - Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina Tennessee.
- Volume 6: **Great Lakes Country** - Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin.
- Volume 7: **Mountain West** - Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming.
- Volume 8: **Frontier West** - Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas.
- Volume 9: **Far West** - Alaska, California, Idaho, Nevada, Oregon, Washington.
- Volume 10: **The Islands** - American Samoa, Guam, Hawaii, Puerto Rico, Virgin Islands.

### B. METHODOLOGY

This survey was based on a national probability sample involving 10,500 personal interviews with individuals 18 years old and over. The survey includes data on travel to the U.S. Islands (American Samoa, Guam, Hawaii, Puerto Rico, and the Virgin Islands), as well as to the U.S. mainland, to illustrate total Canadian vacation travel to the U.S.A.

**Limitations:** In some instances, the size of the sample used to determine the characteristics of Canadian travelers to various regions or states is small. Interpretation of data based on these small sample sizes should, therefore, be made with caution.

**Canadian Arrivals:** As may be noted, data on Canadian vacation arrivals in 1974 has been revised in this survey. Previous estimates of Canadian visitor arrivals were inflated due to the misinterpretation of survey complexities and weighting techniques. The correct estimation procedure has been applied to the 1974 data so as to produce more accurate estimates than were previously available. These estimates have been used in this survey.

## C. HIGHLIGHTS OF THE FINDINGS

### 1. Canadian Vacation Travel in 1975

- Vacation travel by Canadians increased significantly in 1975, in spite of uncertain economic conditions—59% of the Canadian population vacationed in 1975, an all-time high—reversing the slight downturn recorded in 1973 and 1974.
- The growth in Canadian vacation travel in 1975 was widespread. However, the most significant upturn occurred in two regions of Canada—the Atlantic Provinces and the Prairies—apparently a recovery from a year when travel was depressed due to fuel shortages.
- The extent of multiple-trip taking remained about the same as in 1974. Two out of three travelers continued to take only one vacation trip per year.
- In 1975, 41% of Canadian adults did not take a vacation trip and among them only 15% claimed a “lack of interest” as the main reason for not traveling, “preferring activities around the home”. Most others simply were not in a position to travel, either for financial reasons, personal obligations, or because of health problems or work obligations.
- Business obligations was a key reason for individuals in the upper and upper-middle strata not to travel.
- There appears to be considerable latent interest in vacation travel among non-travelers. About 60% of the non-travelers in 1975 either have traveled in other years or would like to travel more often. Only 10% preferred not to travel at all. Interestingly, attitudes toward vacation travel differed very little between socio-economic strata.
- Trip destinations changed somewhat in 1975, favoring the U.S. In 1975, 24% of all vacation trips were to the U.S., compared with 22% in 1974—representing a recovery from 1974 when fuel shortages affected travel from Canada.
- Canada’s share of the vacation travel market remained stable in 1975, with trips within Canada accounting for 66% of all travel. The share of trips to overseas countries decreased marginally, from 12% in 1974 to 10% in 1975, mainly because of the rising cost of trans-Atlantic travel. Trips to the Caribbean maintained their share.
- Air travel to the U.S. increased in 1975 compared to 1973. However, between 1974 and 1975 usage of air travel declined from 39% to 32%. The 1974 figure was atypically high, however, due to gasoline shortages for automobile travel in 1974.
- In 1975, 20% of all “non-auto” Canadian vacation trips (or essentially trips by commercial carrier) involved inclusive package tours, an increase of 4 points during the past 4 years (when last measured).
- Canadian travelers appeared to be taking greater advantage of the services of a travel agent. In 1975, 16% consulted an agency when planning their trip, more than double the proportion in 1970 (7%).
- In 1975, 20% of all Canadian vacation trips by air were by charter. The proportion varied by destination with the highest level of air charter travel to the Caribbean at 50%, with Europe next at 38%, followed by air charter travel to the U.S. mainland at 16%.
- More Canadians appeared to be traveling to “a particular vacation spot” than in previous years (30%), sightseeing in cities and towns (20%) and shopping (9%). Social and ethnic ties remained the prime motivation for



vacationing within Canada (47%). Canadian vacation travel within Canada for the purpose of visiting friends and relatives was 52% as compared to the 33% who did so when traveling to the U.S.

- The average expenditure per vacation trip increased from \$479 to \$554 since 1974 and, combined with an overall increase in travel, resulted in a 22% growth in total vacation spending—from \$2.4 billion in 1974 to \$2.9 billion in 1975.

## 2. Travel To The U.S. in 1975

- The U.S. received 3.3 million Canadian vacation visitors in 1975 who spent an estimated \$777 million in the U.S.
- Similar to 1974, the South and the Far West Regions each received more vacationers from Canada than any other U.S. region (20% and 19%, respectively). Next most popular were New England (16%), Eastern Gateway (16%), and Great Lakes Country (10%), each of which borders on Canada. Among the others, Mountain West attracted 7%, U.S. Islands—5%, George Washington Country—4%, and Frontier West—2%.
- In terms of receipts, the South attained a 28% share of total Canadian vacation travel spending in the U.S., Far West received 20%, followed by U.S. Islands (14%), Eastern Gateway (10%), New England (7%), Great Lakes Country (7%), Mountain West (6%), Frontier West (4%), and George Washington Country (3%).
- The most significant growth since 1974 in visitors to U.S. regions was recorded in Canadian vacation travel to the Eastern Gateway (+67%), the South (+43%) and Mountain West (+42%).
- In terms of receipts, greatest gains were recorded in Canadian vacation travel spending in Eastern Gateway (+65%), Mountain West (+58%), the South (+39%), and New England (+31%).
- Since 1974, Ontario and Quebec have become more important markets for the U.S. Specifi-

cally, the U.S. share of all Ontario-resident trips grew from 21% in 1974 to 24% in 1975, while the U.S. share of Quebec-resident trips reached 29% in 1975, up from 25% recorded in 1974.

- A lessening of the fuel crisis this past year rendered the automobile more viable than in 1974. Auto travel accounted for 55% of vacation trips to the U.S. in 1975, a recovery from 48% in 1974—the lowest share the motoring segment has experienced in the last decade.
- In 1975, 31% of all Canadian vacation trips to the U.S. on common carrier (or 13% of all trips to the U.S.) involved package tours.
- The travel agent played a role in planning 23% of all Canadian vacation trips to the U.S. in 1975 and, as expected, is more involved with air and bus trips than auto travel. Agents in 1975 helped plan 50% of all Canadian vacation air trips to the U.S., 29% of bus trips, and 7% of auto trips.
- 20% of all Canadian vacationers flying to the U.S. traveled on charter flights. As expected, Hawaii, Florida, and California were the most popular charter destinations.
- “Sightseeing” was the major reason given for vacationing in the U.S. (46%), followed by “spending time at vacation spots” (42%). “Visiting friends and relatives” ranked third with 33%. When viewing vacation activities between city and non-city areas, the majority favor non-city activities. Twenty eight percent of Canadians vacation here to engage in “sightseeing and doing things in cities and towns”. Participation in non-city activities appealed to many more—“sightseeing in the country”(28%), “camping or tenting” (10%), and “fishing, boating or participating in other outdoor activities”(8%). (Includes multiple responses.)
- Vacationing Canadians stayed 12.2 nights in the U.S. in 1975, almost one day longer than in 1974—11.5 nights.
- The summer and winter travel markets for the U.S. were virtually the same size. In 1975,

June to September accounted for 51% of all U.S. trips. On a quarterly basis, arrivals were as follows: 1st Quarter (23%), 2nd Quarter (17%), 3rd Quarter (42%) and 4th Quarter (18%). In 1975, slightly more Canadians traveled between December and April than in the previous year, reflecting the recovery of Florida traffic.

- About half (47%) of all Canadians vacationing in the U.S. decided within 4 weeks of departure to visit the country, while others decided almost equally between 1 and 2 months prior to leaving home (20%), 2 to 4 months (15%), and over 4 months (19%). It is interesting to note that 5% of the Canadians vacationing in the U.S. did not decide to do so until after their trip began.
- As expected, those on package tours and charter flights planned their vacations earlier than those traveling independently.
- Canadians traveling to the U.S. on vacations during 1975 were asked what were their "most favorable impressions". Responses were varied and imply that the U.S. is a country with a broad base of appeals to Canadians. The **physical beauty** was most impressive to visitors--particularly the beaches and the water, as well as the scenery in general.
- Attractive to an equal number of Canadians were the "facilities" encountered—including accommodations, restaurants and the variety of articles and relatively low prices for the shoppers.
- Other aspects of appeal were the **weather**, **friendly people**, and **relaxed pace** in certain areas of the country, as well as **specific sight-seeing activities**, **attractions**, **events** and **entertainment**.
- Canadians were also asked for their negative comments, and about 58% had no unfavorable impressions to report. Of the 42% who did name some aspect of their trip which they did not like, the unfavorable impression given most often related to city conditions in the U.S., ranging from complaints of "dirtiness"

and "too much smog", to "traffic problems" and "violence".

- There were notable differences in the characteristics of Canadians who traveled to the various U.S. regions. For example:
  - Ontario was the major source of Canadian visitors for George Washington Country, The South, and The Great Lakes Country, while Quebec was more important to New England. Most Far West Region visitors came from British Columbia, whereas the Prairie Provinces were the major contributors to Frontier West and Mountain West tourism. Eastern Gateway states drew equal numbers of Canadians from Ontario and Quebec.
  - To spend time at a vacation spot was the most common reason for Canadians to visit New England, The South and U.S. Islands. Friends and relatives, on the other hand, were more important motivations for tourists traveling to the Eastern Gateway, The Great Lakes Region, George Washington Country and the Mountain West Region. Sightseeing in cities and towns was the most common reason for vacationing in the Far West states.
  - Most travelers to the relatively near states of New England, Eastern Gateway, George Washington Country and other bordering regions traveled by car, while the airplane appealed more often to visitors destined to California, the South and of course, the U.S. Islands.
- Canadian visitors to the U.S. who had a higher than average per capita expenditure per trip tended to:
  - reside in British Columbia, the Prairies, and Ontario;
  - visit the U.S. Islands, The South, and Frontier West;

- be 40 years of age or older;
- be English-speaking;
- be married;
- not have children living at home;
- be employed in a white-collar occupation, as a farmer or be students;
- be traveling to stay at a vacation spot, especially between October and May;
- be traveling by air;
- be on a winter vacation.
- From 1974 to 1975, there was an increase in Canadian travel to the U.S. by:
  - visitors with a head of household income of \$14,000 or over;
  - visitors aged 18 to 29;
  - visitors with a family income of \$20,000 and over;
  - visitors residing in single or semi-detached dwellings;
  - visitors in skilled labor occupations;
  - travelers to the Eastern Gateway, The South, and Mountain West regions;
  - residents from Ontario and Quebec;
  - visitors who traveled by car.
- From 1974 to 1975 there was a decrease in Canadian travel to the U.S. by:
  - visitors without children living at home;
  - visitors aged 40 to 49;
  - visitors living in apartments;
  - visitors traveling by air.

## SECTION II

# CHARACTERISTICS OF CANADIAN VACATION TRIPS/TRAVELERS TO THE U.S. ISLANDS IN 1975

### A. HIGHLIGHTS

During 1975, the number of Canadian vacation trips to the U.S. Islands approximated 115,000 or 6% of the total 2 million trips to the United States.

The Islands' share of expenditures was much higher than their share of vacation trips, reflecting the very substantial average expenditures which were made by people choosing an Island vacation. In 1975, Canadian vacationers spent \$777 million in the U.S., with 14% or \$105 million spent in the Islands. Canadian expenditures on each trip per adult amounted to \$500 compared to a \$236 national average.

The average number of nights spent by Canadian visitors to the Islands was 12.7 nights versus the national average of 12.2 nights. Daily spending per adult averaged \$39, nearly double the national average of \$21 per day.

#### **115,000 Canadian Vacation Trips (+12% from 1974)**

- 6% of total Canadian vacation trips to the U.S.
- 7th most popular region in the U.S. for Canadian vacationers.

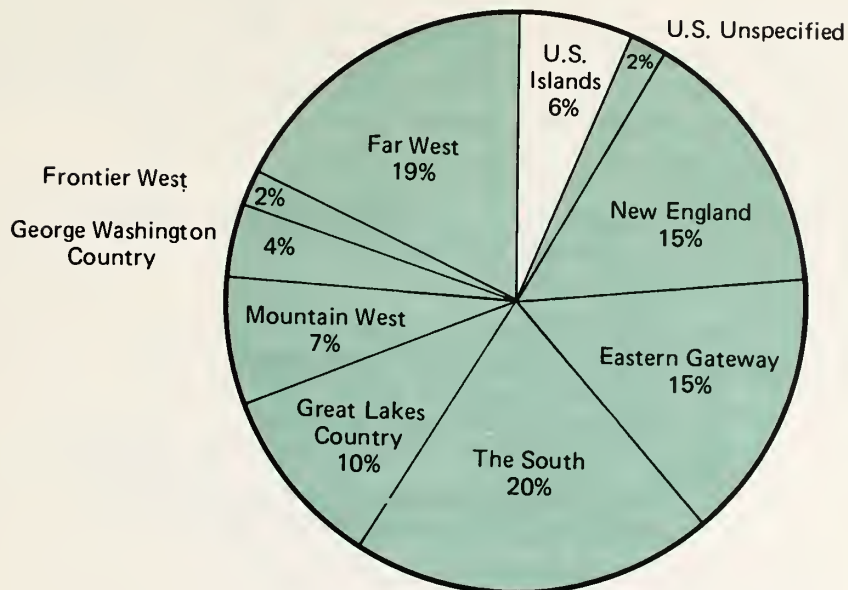
#### **\$105 Million Spent in the Islands by Canadian Vacationers (+15% from 1974)**

- 14% of total Canadian vacation expenditures in U.S.
- 3rd largest recipient of Canadian vacation dollars
- \$500 spent per adult per trip (-12% from 1974)
- \$ 40 daily spending per adult per trip (+8% from 1974)

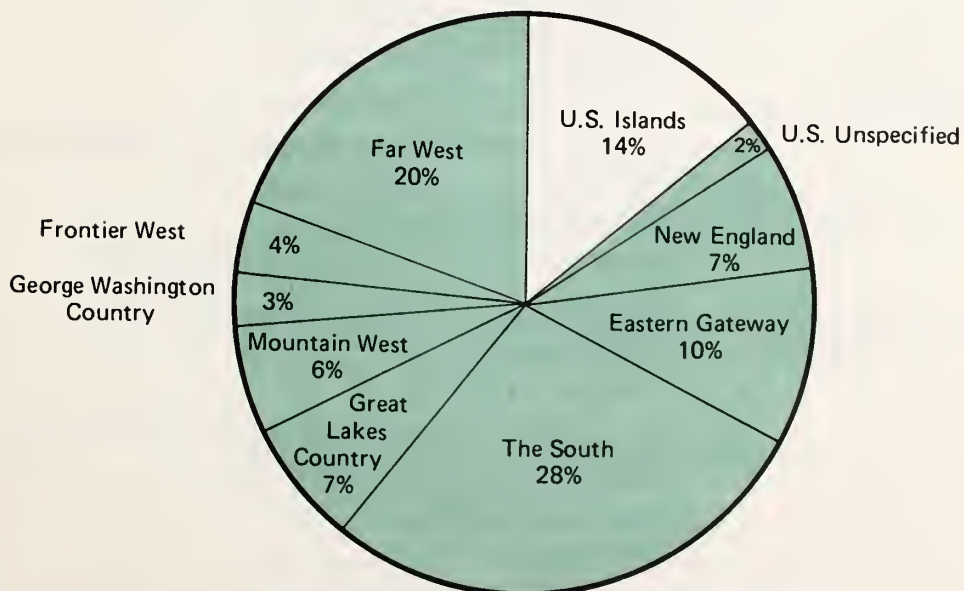


Chart 1  
CANADIAN VACATION TRIPS AND EXPENDITURES IN THE U.S. 1975

Trips 2,046,000  
100%



Receipts \$777,000,000  
100%





## Profile of Canadian Vacation Travelers to the U.S. Islands

The Canadian traveler vacationing in the U.S. Islands can be described as follows: 86% lived in cities; most were from either Ontario (32%) or British Columbia (39%); 73% were English speaking; 66% owned their own homes; just over half (53%) were women; 56% were married; 42% had attended or completed high school; 52% had white-collar jobs; 42% had family incomes in the \$20,000 and over range;

and a large proportion (72%) were from households with no children living at home.

Their travel habits can be summarized as follows: 92% traveled by air; just over half traveled in the first three months of 1975; most were both sightseeing and visiting a set vacation spot; and their average length of stay in the United States was 13 nights.

**TABLE 1**  
**PROFILE OF 1975 CANADIAN VACATION TRAVELERS TO THE U.S. ISLANDS**

### Traveler Characteristics

<b>Residence:</b>	Urban (86%) British Columbia (39% and Ontario 32%) English-speaking (73%) Population over 500,000 (51%) British Columbia residence for air visitors (40%)
<b>Dwelling Status:</b>	Live in single/semi-detached dwelling (72%) Own their own dwelling (66%)
<b>Sex:</b>	Female (53%)
<b>Age:</b>	18-29 years (35%) 50 years and over (33%)
<b>Marital Status:</b>	Married (56%)
<b>Education:</b>	Attended or completed high school (42%)
<b>Occupation:</b>	Professional/Mgr./Sales/White-collar (52%)
<b>Family Income:</b>	\$20,000 and over (42%)
<b>Family Composition:</b>	"Adult only" families (72%)

### Trip Characteristics

<b>Purpose:</b>	To spend some time at a vacation spot (70%) and sightseeing (71%)
<b>Main Mode of Transport:</b>	Air travel (92%)
<b>Seasonality:</b>	1st quarter (51%), February (20%), March (18%)
<b>Mean Length of Stay:</b>	13 nights
<b>Mean Size of Traveling Party:</b>	3.1 persons
<b>Use of Travel Agent:</b>	68% used in planning
<b>Decision Lead-time:</b>	Planned trip at least 2 months before departure (62%)
<b>Favorable Impressions:</b>	Weather (59%), Physical beauty (46%)
<b>Unfavorable Impressions:</b>	None recalled (53%)
<b>Accommodation:</b>	Hotel (68%)
<b>Package Tours:</b>	On common carrier (62%)

## **SIGNIFICANT CHANGES IN CANADIAN VACATION TRAVEL TO THE U.S. ISLANDS FROM 1974 TO 1975**

- Increases in:
  - French speaking visitors (6% to 12%)
  - female visitors (45% to 53%)
  - visitors who are classified as skilled workers (18% to 23%)
  - visitors whose annual family income exceeds \$20,000 (31% to 42%)
  - sightseers (50% to 71%)
  - visitors staying at vacation spots (65% to 70%)
  - visitors engaging in outdoor activities (10% to 20%)
  - visitors traveling during the fourth quarter (14% to 23%)
  - visitors staying fewer than 6 nights (4% to 10%)
  
- Decreases in:
  - English speaking visitors (83% to 73%)
  - travelers who live in apartments (22% to 18%)
  - male visitors (55% to 47%)
  - visitors aged 40-49 (19% to 13%)
  - visitors who have only a high school education (48% to 42%)
  - travelers who are retired or on pension (15% to 9%)
  - visitors whose annual family income is under \$5,000 (12% to 2%)
  - travelers who combined business and pleasure (10% to 3%)
  - visitors traveling during the third quarter (18% to 7%)
  - visitors staying 24 nights and longer (12% to 3%)
  - visitors staying 6 - 11 nights (26% to 20%)

## **SIGNIFICANT DIFFERENCES BETWEEN CANADIAN VACATION TRAVEL TO THE U.S. ISLANDS AND TO THE U.S. AS A WHOLE**

- The U.S. Islands had a much higher proportion of:
  - visitors from British Columbia
  - visitors who have attended university
  - visitors with family incomes over \$20,000 per year

- adult visitors with no children living at home
- visitors who went sightseeing and who spent time at a vacation spot
- air visitors
- packaged tour users
- first quarter visitors
- hotel users
- visitors staying 12 - 23 nights
- vacationers using a travel agent
- visitors planning trips 4 or more months ahead of travel
- visitors attracted by weather and physical beauty
- The U.S. Islands had a much lower proportion of:
  - visitors from Quebec
  - French speaking visitors
  - adult visitors with children
  - travelers who visited friends and relatives
  - auto visitors
  - independent travelers not using a packaged tour
  - third quarter visitors
  - motel users
  - campground users
  - visitors staying 11 nights or fewer
  - visitors planning trips without a travel agent
  - visitors traveling within 4 weeks of deciding to visit the U.S.
  - visitors praising the facilities

## B. DETAILED FINDINGS

The Canadian vacation market for the U.S. Islands during 1975 is described under the following three section headings: 1. Trips/Receipts; 2. Traveler Characteristics; and 3. Trip Characteristics.

### 1. Trips/Receipts

In 1975, the U.S. Islands ranked as the seventh most popular destination for Canadians vacationing in the U.S. and ranked third in terms of receipts. The region received an estimated 5% of vacation trips from Canada and 14% of the tourist receipts during that year.

In absolute numbers, these percentages represented 115,000 vacation trips among the 2,046,000 trips to the United States in total during 1975. (An additional 19,000 Canadian trips involved one or more nights in the U.S. Islands en route to other regions.) Of the \$777 million spent by Canadian vacationers in the U.S. in 1975, the U.S. Islands received an estimated \$105 million.

In comparison to 1974, trips to the U.S. Islands increased 12% (from 103,000) following visitor growth trends in other regions. In terms of share of trips to the United States, it remained constant—at 6%.

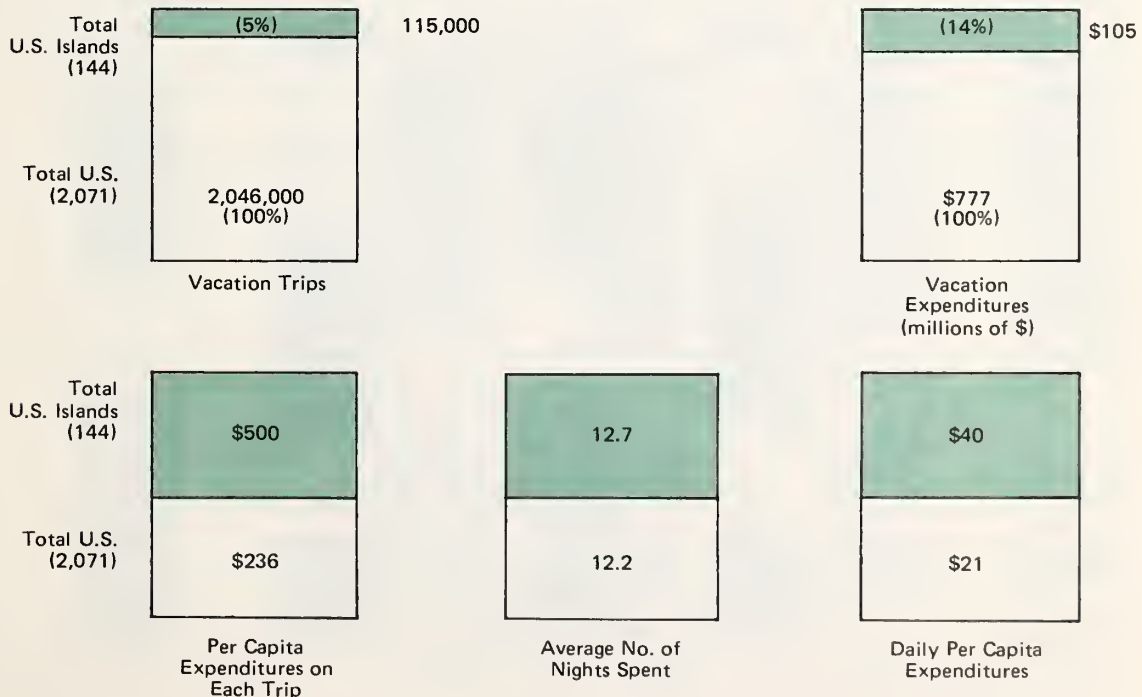
The increase in Canadian vacation expenditures in the U.S. Islands lagged behind the national pattern. The growth over 1974 was 15%, compared to 23% for the U.S. as a whole. (See Appendix B-1)

The per capita spending (per adult) among visitors to the U.S. Islands declined by 12% from 1974, from \$565 to \$500 but daily expenditures per adult increased from \$37 in 1974 to

\$40 in 1975, reflecting the decrease in length of stay in the U.S. Islands from an average 15.3 nights in 1974 to 12.7 in 1975.

Real per capita spending of Canadians has declined more than the above figures indicate reflecting inflationary trends. This implies that steady growth of Canadian travel to the U.S. is crucial in order to maintain the real receipts of the U.S. travel and tourism industry.

Chart 2  
CHARACTERISTICS OF CANADIAN  
VACATION TRIPS TO THE U.S. ISLANDS  
(1975 Expenditures in U.S. Only)



## 2. Traveler Characteristics

This section presents a brief analysis of the following demographic characteristics of 1975 Canadian vacation travelers to the U.S. Islands: province of residence; size of community of residence; language spoken; type of dwelling occupied/ownership; sex; age; marital status; education; occupation; family income; and family composition.

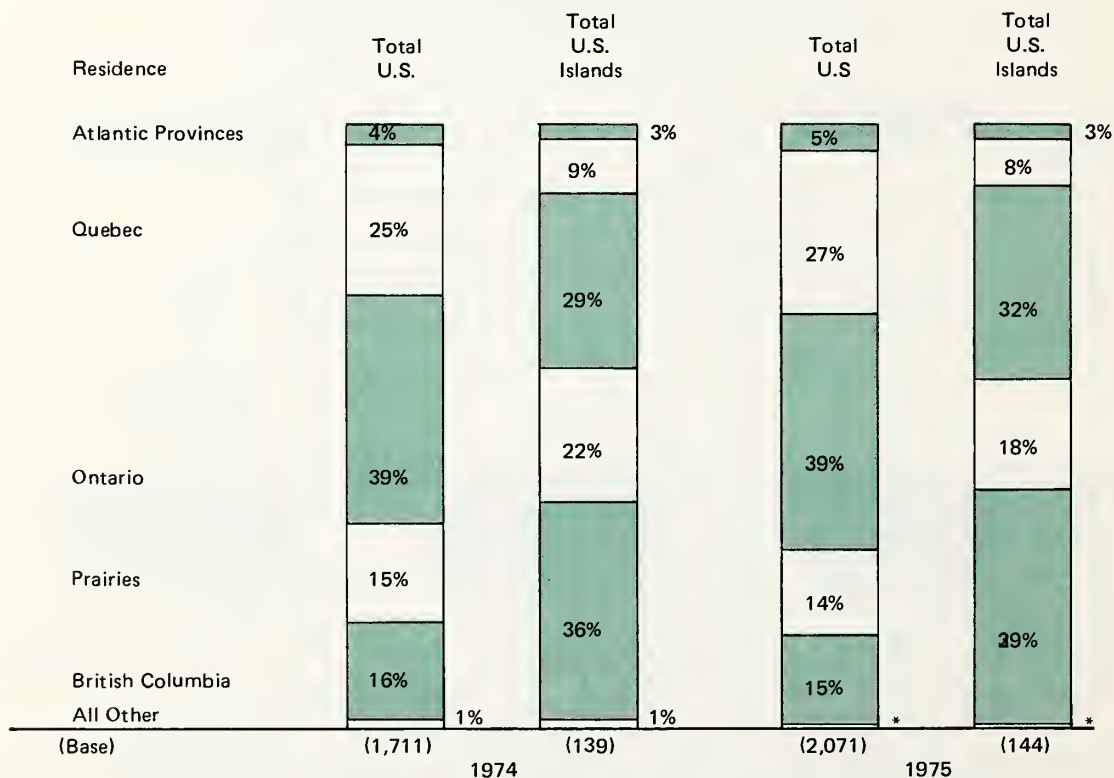
### a) Province of Residence

British Columbia was the most important Canadian market for the U.S. Islands as nearly four in ten (39%) of all Canadians vacationing in this

region resided in that province. Another 32% came from Ontario, the second most important province, while the Prairies contributed significantly fewer - 18%.

There was little change in the origin of Canadian vacationers to the U.S. Islands from 1974 to 1975. British Columbia's share of the Canadian vacationers to the Islands increased from 36% in 1974 to 39% in 1975. The share of vacationers from Ontario increased to a similar extent, from 29% in 1974 to 32% in 1975, while visitors from the Prairies declined from 22% in 1974 to 18% in 1975.

Chart 3  
CANADIAN VACATION TRAVELERS TO THE U.S. ISLANDS IN 1975  
BY RESIDENCE





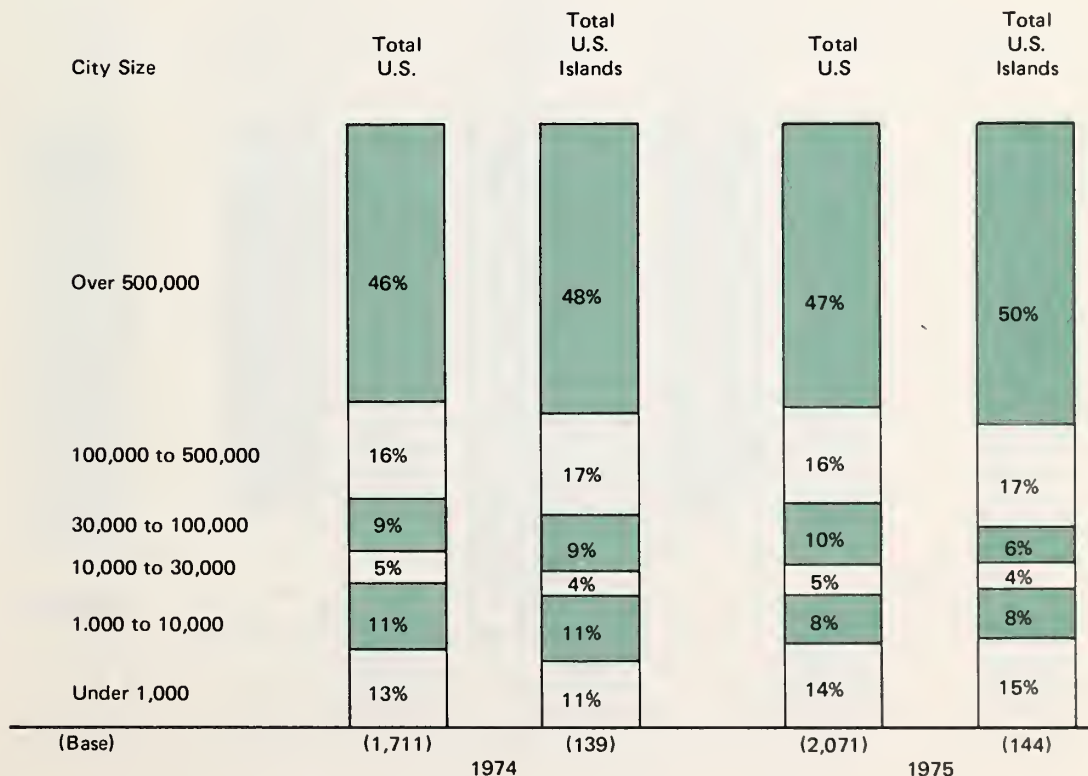
## b) Size of Community of Residence

Not unlike the overall pattern of Canadian vacationers in the U.S., the market for Canadian travel to the U.S. Islands was primarily urban. One-half of the Canadian visitors to the Islands (50%) resided in large metropolitan areas (500,000 + population), with nearly 1 in 4 living in intermediate sized communities: 17%

in 100,000 to 500,000 and 6% in 30,000 to 100,000 population cities.

There has been an increase in the number and proportion of Canadian travelers to the U.S. Islands from urban areas in Canada. The urban visitor from large centers of 500,000 population and over made up 48% of all visitors in 1974, compared with 50% in 1975.

Chart 4  
CANADIAN VACATION TRAVELERS TO THE U.S. ISLANDS IN 1975  
BY SIZE OF CITY OF RESIDENCE

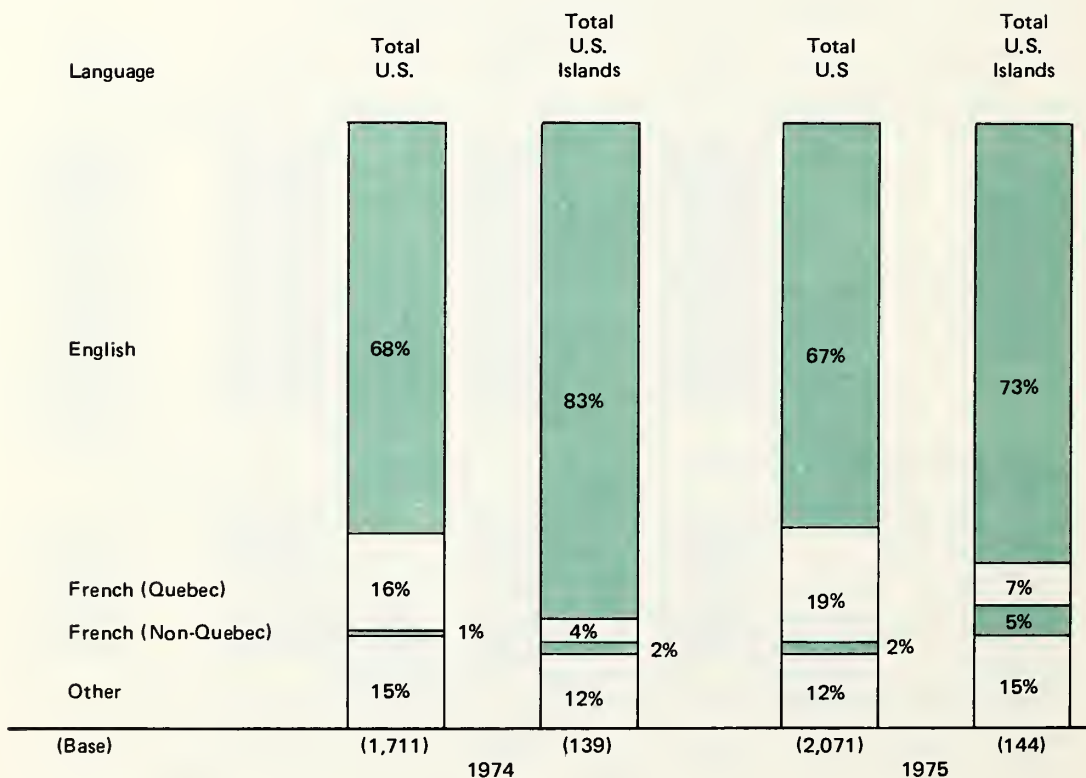


### c) Language Spoken

Nearly three-quarters (73%) of all Canadian visitors to the U.S. Islands were English speaking, compared with two-thirds (67%) for Canadian visitors to the U.S. as a whole. Overall, 12% of The Islands' Canadian vacationers were French speaking.

The proportion of Canadian visitors to the U.S. Islands who were English speaking declined by 10 percentage points from 83% in 1974 to 73% in 1975. This decrease was accompanied by increases in the proportion who were French speaking (doubling from 6% in 1974 to 12% in 1975) and those who spoke other languages (from 12% in 1974 to 15% in 1975).

Chart 5  
CANADIAN VACATION TRAVELERS TO THE U.S. ISLANDS IN 1975  
BY LANGUAGE



#### d) Type of Dwelling Occupied/Ownership

U.S. Islands' visitors were somewhat more likely to live in a detached or semi-detached home (72%) than were total Canadian travelers to the U.S. (67%). Also, this characteristic has increased from 69% in 1974 to 72% in 1975. This was accompanied by a decline in the proportion of Canadian apartment dwellers visiting the U.S. Islands, from 22% in 1974 to 18% in 1975.

Interestingly, tenants comprised a larger proportion of The Islands' visitors from Canada in 1975 (34%) than in 1974 (30%). This brought the owner/tenant ratio (66/34) for The U.S. Islands' visitors much closer to the total U.S. picture (64/36) than it was in 1974.

Chart 6  
CANADIAN VACATION TRAVELERS TO THE U.S. ISLANDS IN 1975  
BY TYPE OF DWELLING

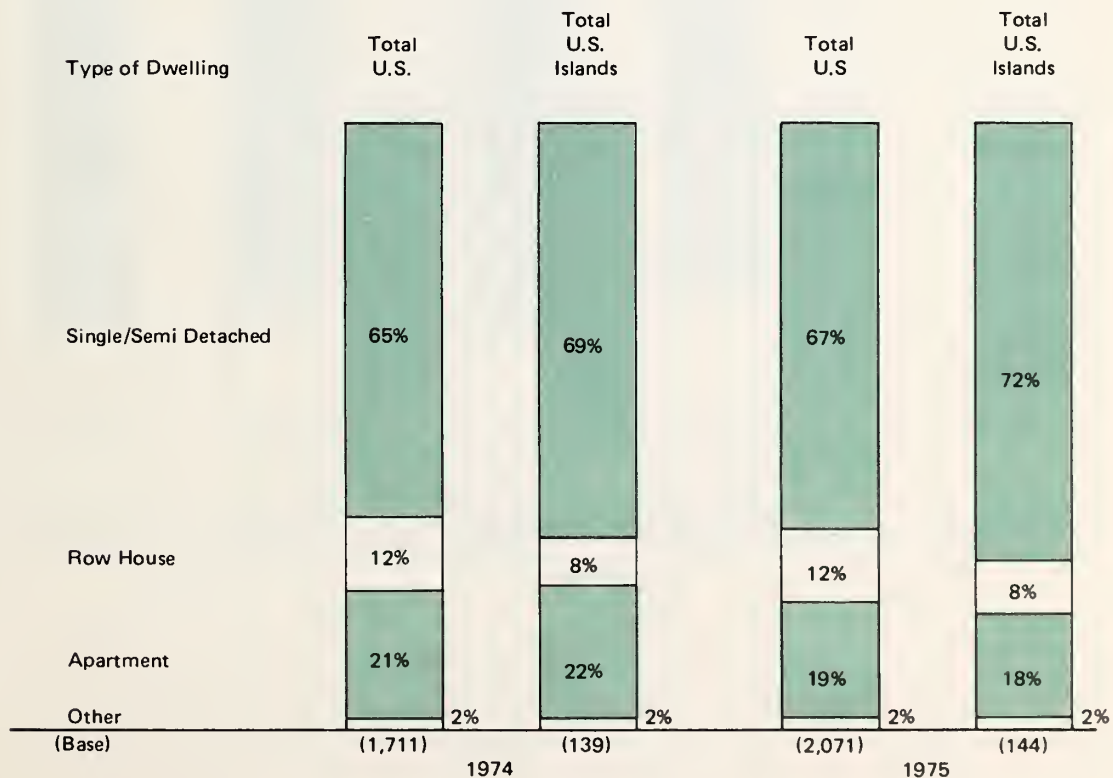
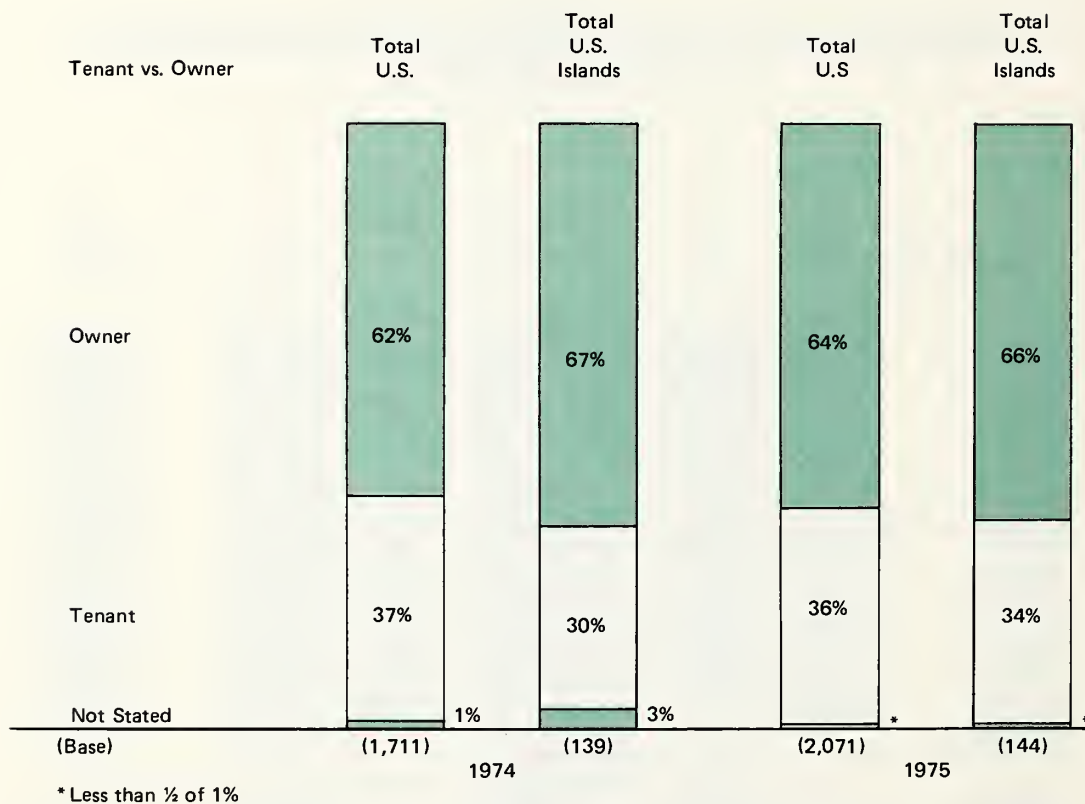


Chart 7  
CANADIAN VACATION TRAVELERS TO THE U.S. ISLANDS IN 1975  
BY DWELLING OWNERSHIP

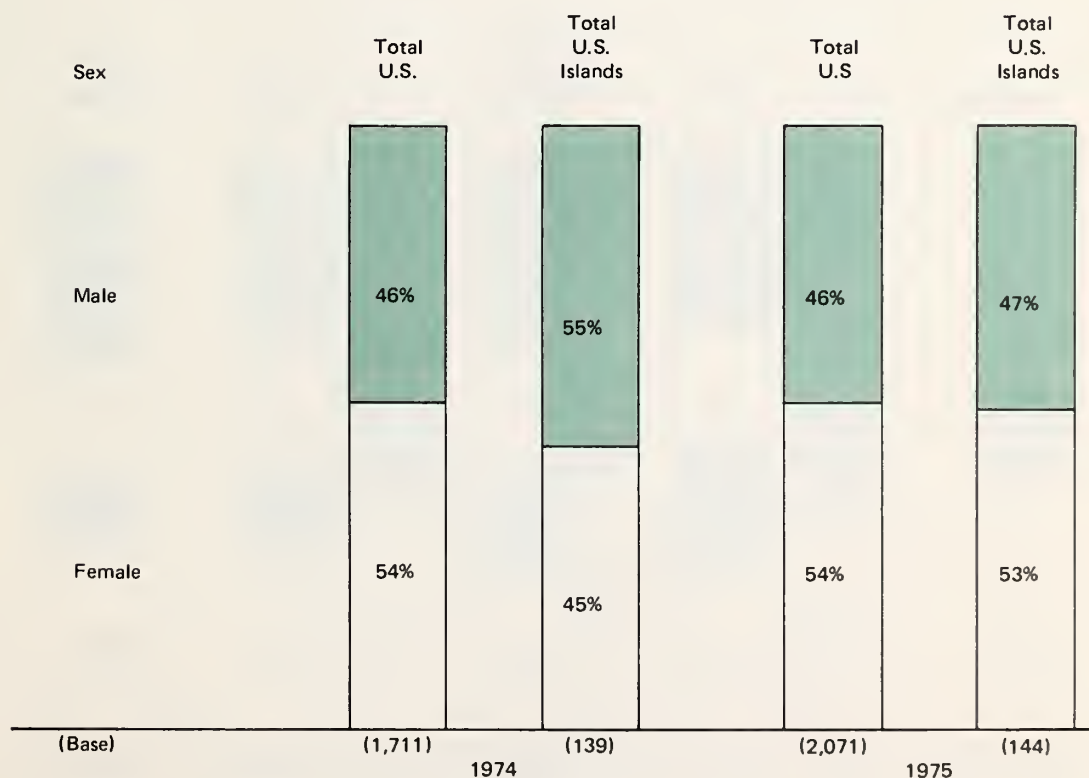


### e) Sex

Females represented over half (53%) of Canadians vacationing in the U.S. Islands, about the same as for the U.S. as a whole. This represent-

ed a substantial increase from the low level of 45% in 1974.

Chart 8  
CANADIAN VACATION TRAVELERS TO THE U.S. ISLANDS IN 1975  
BY SEX





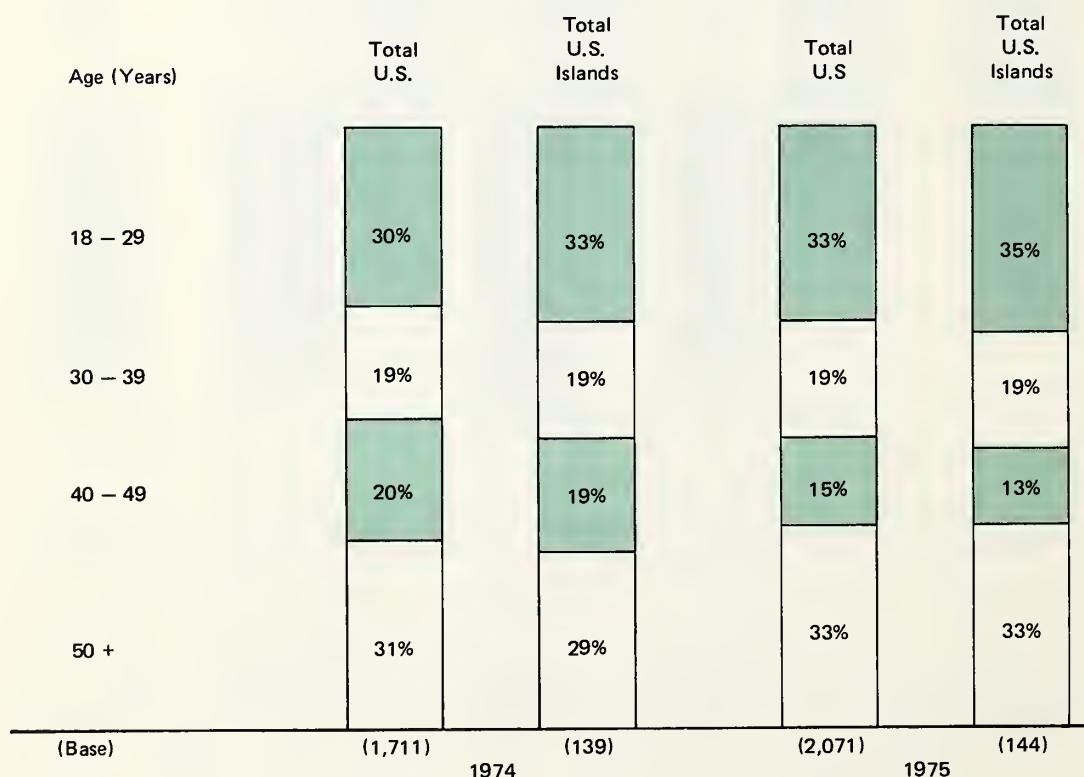
## f) Age

The U.S. Islands appeared to be more popular among Canada's senior citizens in 1975 than in 1974. In 1975, those aged 50 and older represented 33% of The U.S. Islands' Canadian vacationers, an increase from the 29% share recorded in the previous year. At the same time, Canadians in their forties dropped in share of travel to The Islands, from 19% in 1974 to 13% in 1975.

Consistent with the trend noted for the total U.S., younger Canadians (those between 18 and 29 years of age) represented a slightly higher share of this region's visitors in 1975 (35%) than in 1974 (33%).

Overall, there was very little difference between the age distributions of Canadians traveling to the U.S. Islands and those traveling elsewhere in the U.S.

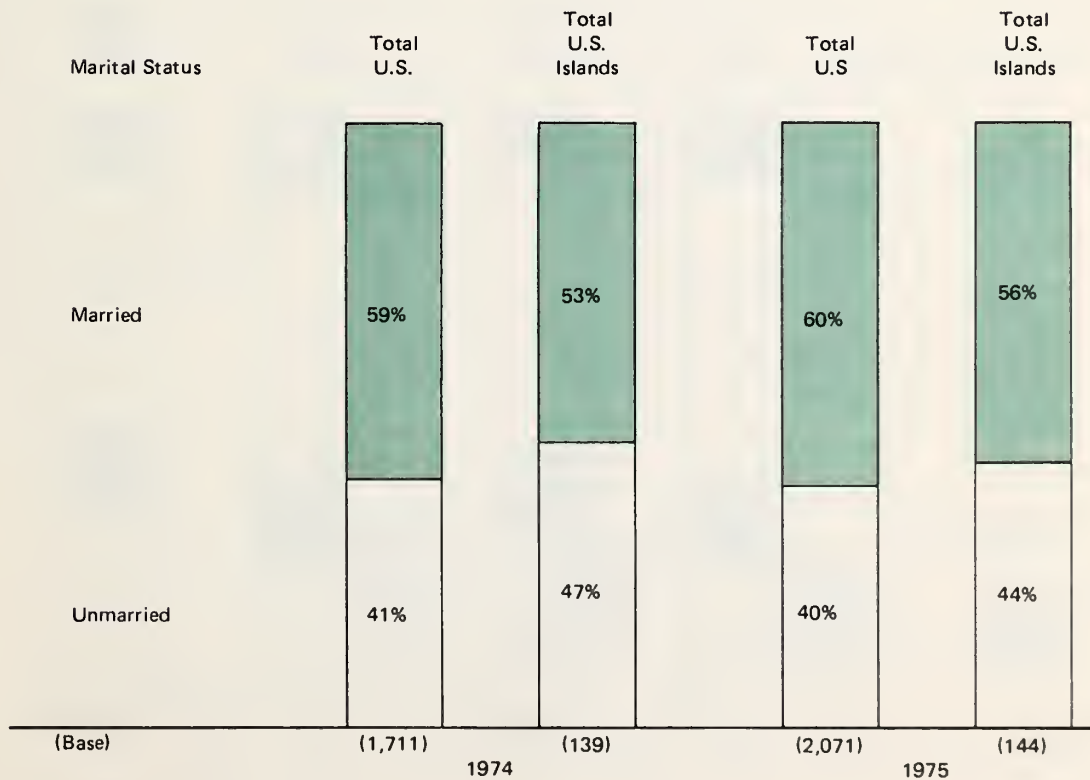
**Chart 9**  
**CANADIAN VACATION TRAVELERS TO THE U.S. ISLANDS IN 1975**  
**BY AGE**



**g) Marital Status**

In 1975, married travelers represented 56% of visitors to the U.S. Islands. This was still below the national average of 60%, but represented a gain from the 53% level recorded in 1974.

Chart 10  
CANADIAN VACATION TRAVELERS TO THE U.S. ISLANDS IN 1975  
BY MARITAL STATUS



## h) Education

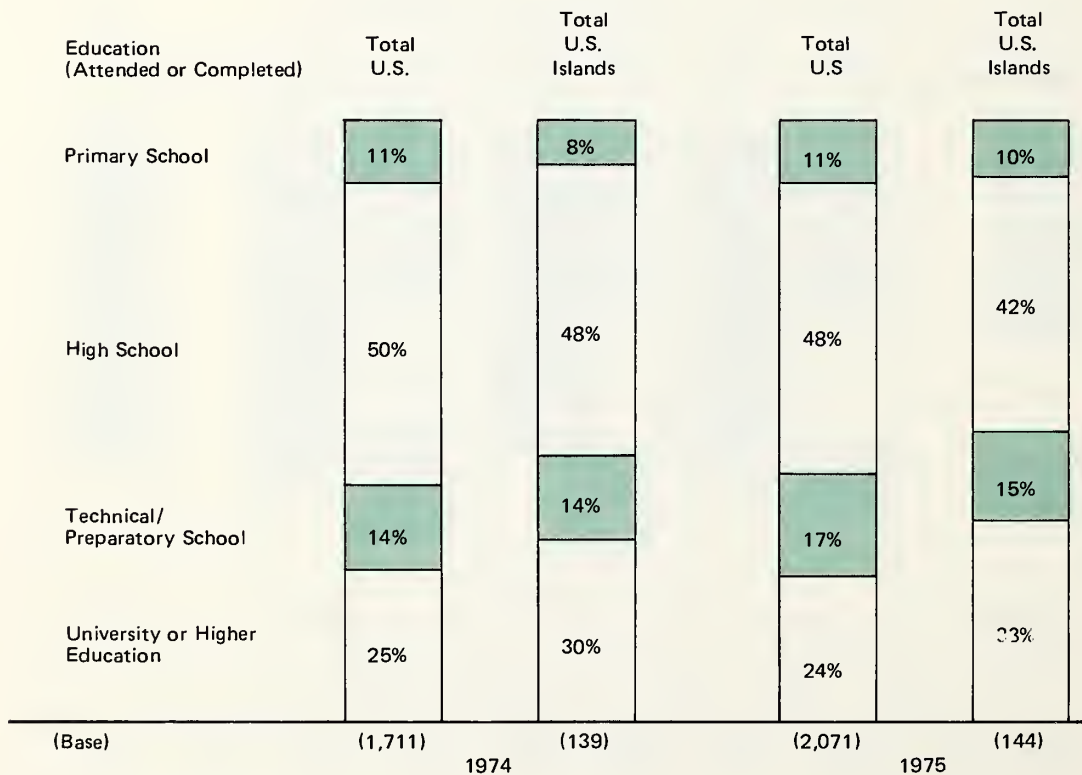
The U.S. Islands drew a somewhat better educated Canadian than did the U.S. in general in 1975. While the same observation holds for 1974 visitors, the differences in 1975 were more marked.

In 1975, 33% of the U.S. Islands' vacationers had attended university for a year or more, com-

pared with 24% for the U.S. overall.

In spite of these trends, however, a slight majority of visitors to the U.S. Islands had not gone beyond high school - - 42% had attended high school and 10% had only attended elementary school.

Chart 11  
CANADIAN VACATION TRAVELERS TO THE U.S. ISLANDS IN 1975  
BY EDUCATION



## i) Occupation of Head of House

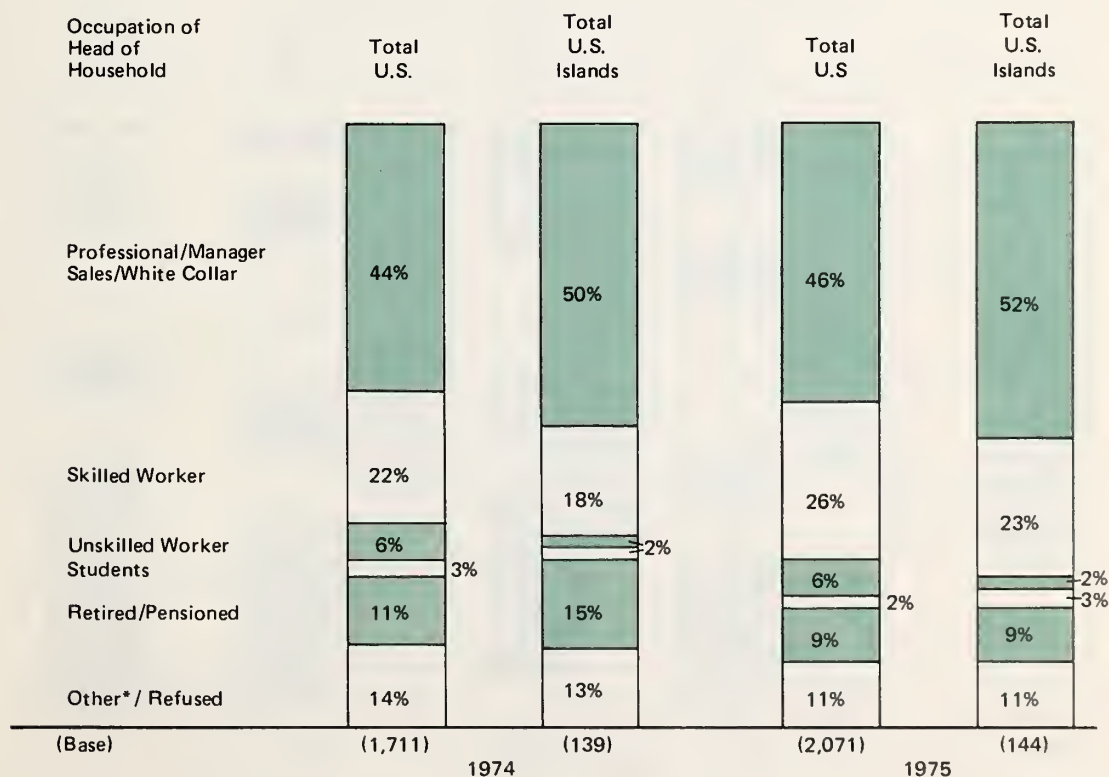
In 1975, Canadians in households where the chief wage earners were employed in white collar occupations (professionals, managers, and sales and clerical personnel) represented about half (52%) of the U.S. Islands' Canadian visitors. This was higher than the 46% recorded for the U.S. overall.

Skilled workers represented the second largest occupational category for Canadian visitors to

the U.S. Islands. Moreover, this segment has increased in size, from 18% in 1974 to 23% in 1975.

Students continued to account for only a minor segment of Canadians vacationing in this region (3%), while the proportion who were retired decreased substantially from 15% in 1974 to 9% in 1975.

Chart 12  
CANADIAN VACATION TRAVELERS TO THE U.S. ISLANDS IN 1975  
BY OCCUPATION OF HEAD OF HOUSEHOLD



\*Primarily Includes Housewives

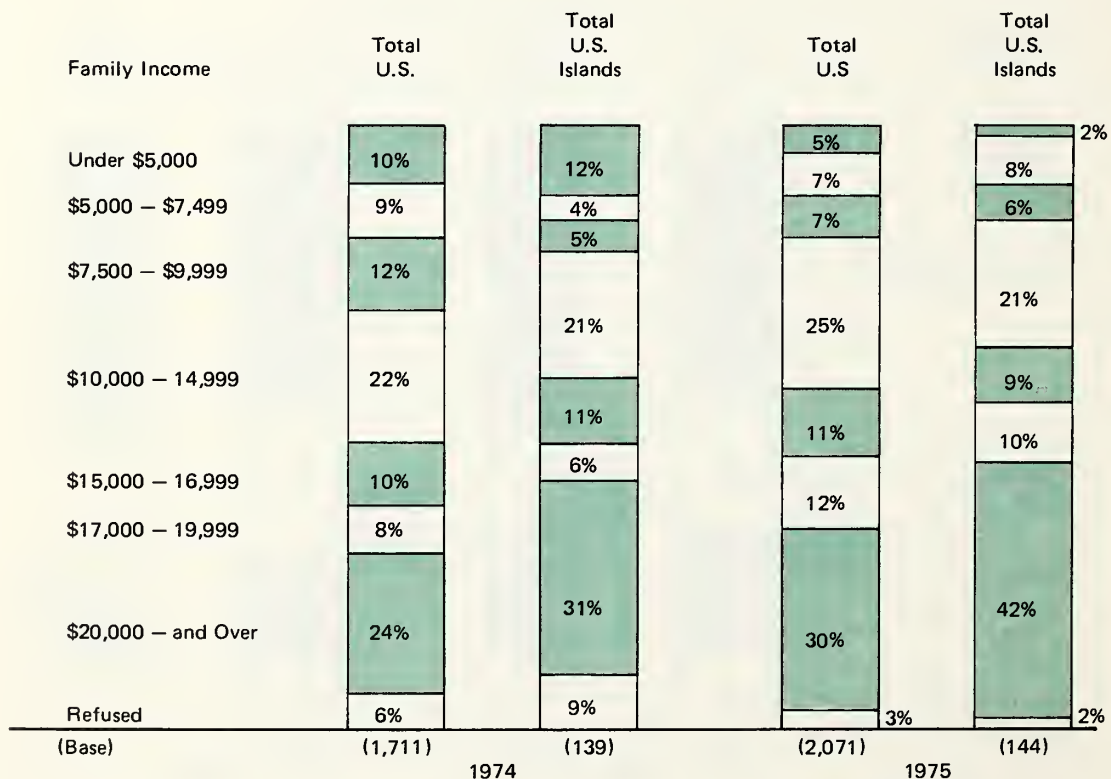
## j) Family Income

The median family income of Canadian visitors to the U.S. Islands was almost \$18,000 in 1975, somewhat higher than the median for Canadians vacationing in the U.S. as a whole.

Canadian visitors to The U.S. Islands (as well as to the U.S. overall) generally had higher incomes

in 1975 than in 1974. For example, those with family incomes of \$20,000 and over constituted 42% of Canadian travelers to the U.S. Islands in 1975, compared with 31% in 1974. Of course, inflation has resulted in increased incomes generally, so this increase does not necessarily represent a trend towards a more up-scale visitor.

Chart 13  
CANADIAN VACATION TRAVELERS TO THE U.S. ISLANDS IN 1975  
BY FAMILY INCOME





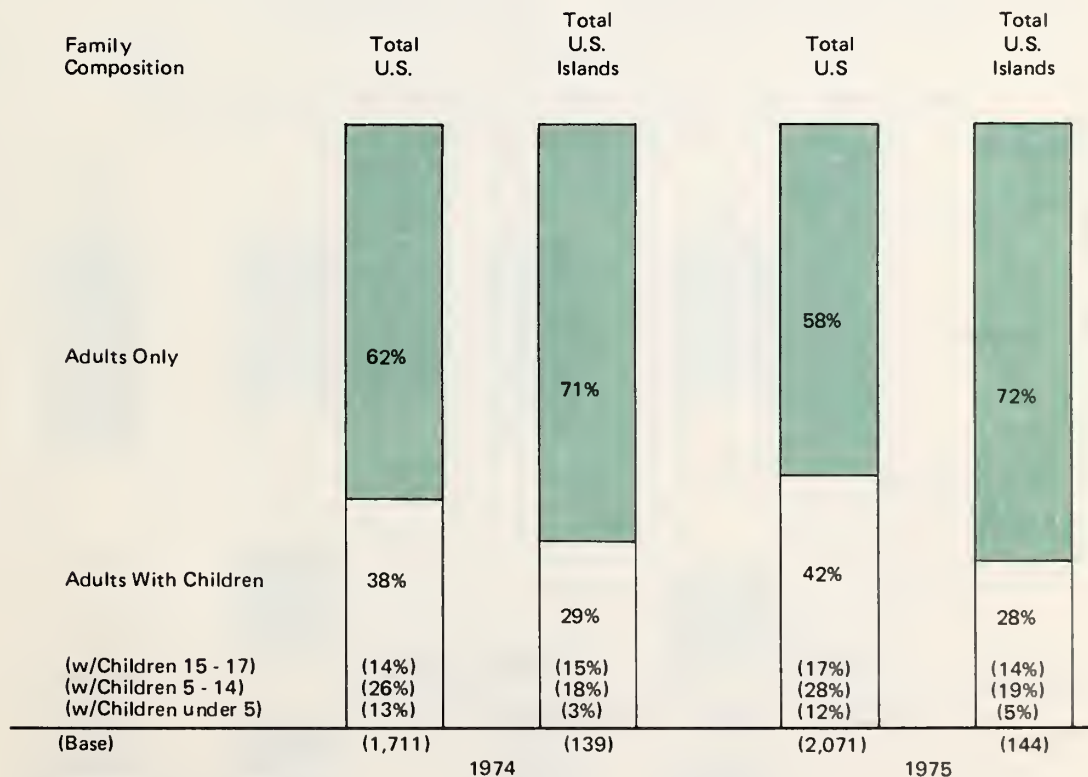
### k) Family composition

Canadians with no children living at home comprised a large majority (72%) of the U.S. Islands' visitors in 1975, as they did in 1974. This adult orientation was much more pronounced than for the U.S. overall, where childless adults comprised 58% of Canadian vacationers to the U.S. Islands.

Among those with children, 14% had family members between 15 and 17 years of age, 19% had children between 5 and 14 years of age, while only 5% had children under 5 years.

In 1975, the mean number of adults in the travel party to the U.S. Islands was 3.06 persons, slightly larger than the average for the U.S. as a whole (2.76).

Chart 14  
CANADIAN VACATION TRAVELERS TO THE U.S. ISLANDS IN 1975  
BY FAMILY COMPOSITION



### 3. Trip Characteristics

Presented in this section are analyses of the following characteristics of 1975 Canadian vacation trips to the U.S. Islands: purpose of trip/party size; main mode of transport; use of package tours; seasonality; accommodation; length of stay; use of travel agent; decision lead-time; favorable impressions of the U.S.; and unfavorable impressions of the U.S.

#### a) Purpose of Trip/Party Size

Sightseeing and spending time at a vacation spot were clearly the dominant reasons for travel to the U.S. Islands and, following the trend elsewhere in the U.S., were significantly more prevalent than in 1974. In 1975, 71% of Canadians vacationing in the U.S. Islands indicated that the main purpose of their trip was to sightsee while 70% claimed that their main reason for traveling to The Islands was to spend time at a vacation spot.

In contrast, in 1974 only 50% indicated sightseeing as the dominant reason for travel to the U.S. Islands. Similarly, in 1974 a lower proportion, 65%, considered spending time at a vacation spot to be their primary reason to visit the U.S. Islands.

The proportion of Canadians visiting the U.S. Islands for outdoor activities showed a substantial increase, from 10% in 1974 to 20% in 1975, and stood as the third most important reason in 1975.

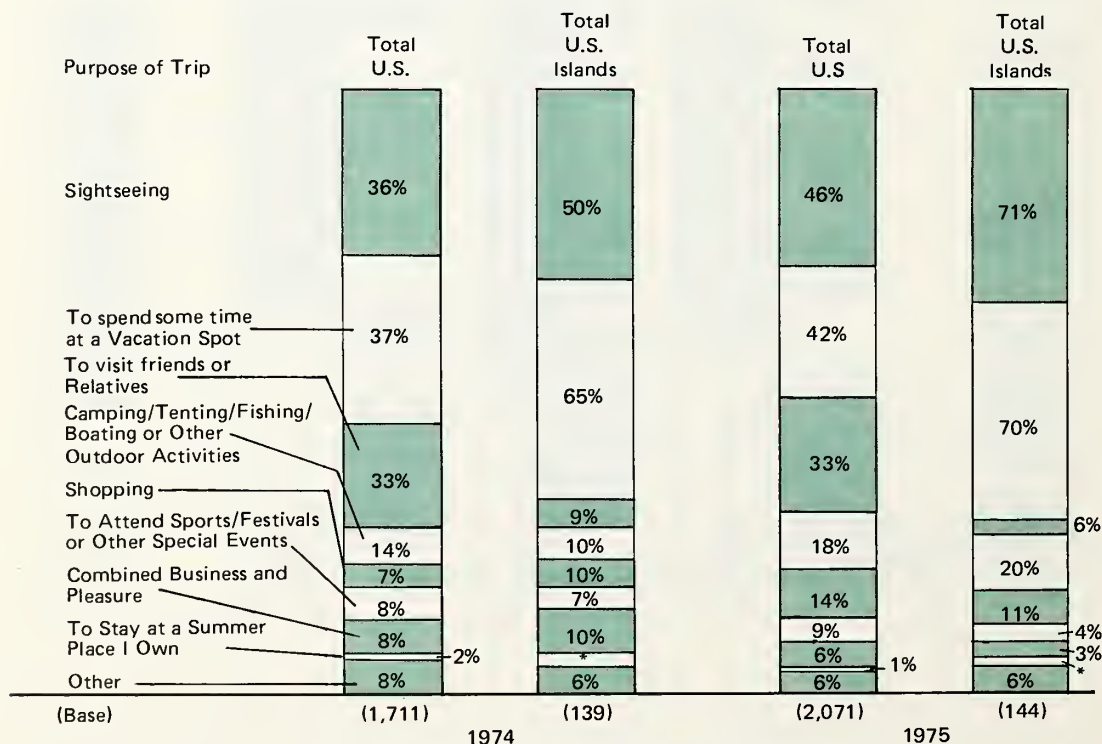
Not surprisingly, visiting friends and relatives was the key appeal to only 6% of Canadian travelers to the U.S. Islands in 1975.

The 1975 Canadian vacationers in the U.S. Islands had some of the same objectives in mind as the average Canadian visitor to the U.S. - with roughly the same proportion engaging in outdoor activities, and shopping. However, it is clear that The Islands' visitor was much more singleminded in the pursuit of sightseeing, and "soaking-up" the ambience of the destination, than were travelers to other regions. And, of course, there were fewer friends and relatives to visit.

During 1975, the average Canadian party vacationing in the U.S. Island consisted of 3.1 adults, a substantial increase from 2.4 in 1974. Compared with the U.S. overall (2.8 adults), parties in the U.S. Islands had more adults.

(See Appendix B-2)

Chart 15  
CANADIAN VACATION TRIPS TO THE U.S. ISLANDS IN 1975  
BY PURPOSE OF TRIP



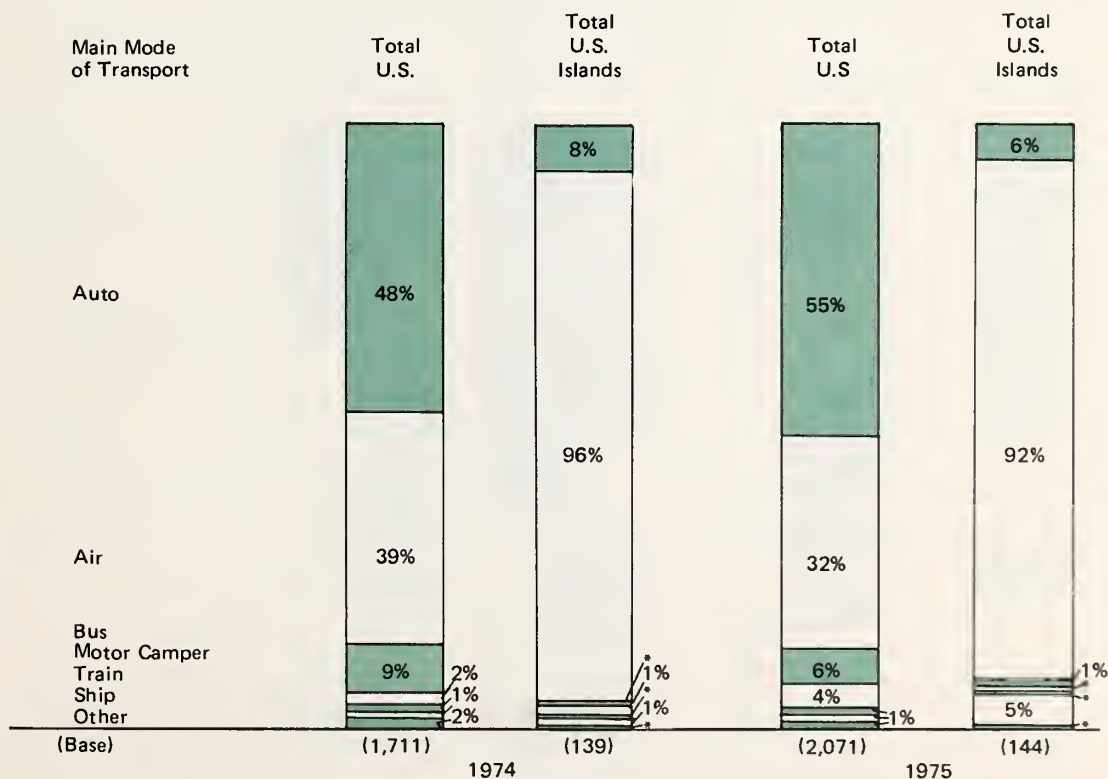
## b) Main Mode of Transport

Predictably, the primary mode of transport used by Canadian vacationers to the U.S. Islands in 1975 was air travel (92%). This contrasted with the understandably greater reliance on the auto-

mobile (55%) than the airplane (32%) by Canadians traveling to the U.S. overall.

Interestingly, the incidence of ship travel as a means of reaching The Islands region increased markedly, from only 1% in 1974 to 5% in 1975.

Chart 16  
CANADIAN VACATION TRIPS TO THE U.S. ISLANDS IN 1975  
BY MAIN MODE OF TRANSPORT



\* Less than ½ of 1%

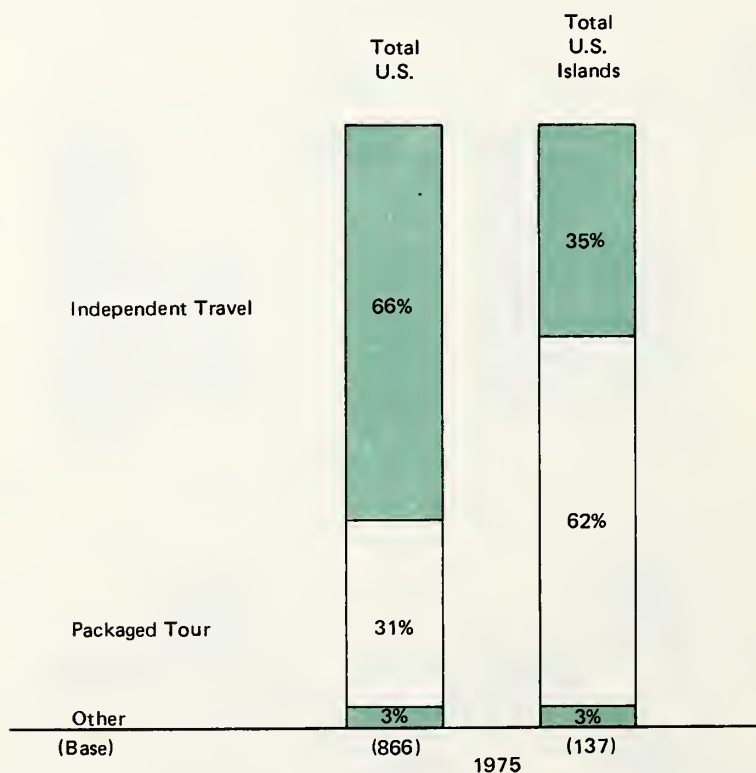
Note: Totals add to more than 100% due to multiple responses

### c) Use of Package Tours

Among those who traveled by common carrier to the U.S. Islands (98%), packaged tours (where "accommodation, transportation fares and other arrangements are purchased for one package price") were bought by 62%.

In comparison, among all trips to the U.S. which involved the use of common carrier, only half as many Canadian visitors traveled on a package tour (31%).

Chart 17  
CANADIAN VACATION TRIPS TO THE U.S. ISLANDS IN 1975  
BY USE OF PACKAGED TOURS AMONG USERS  
OF PUBLIC TRANSPORTATION



#### d) Seasonality

As the following two charts indicate, the U.S. Islands were clearly a late winter destination for Canadians in 1975. As many as 51% of Canadian vacationers traveled to the region during the first quarter; an additional 23% chose the fourth quarter. The comparable figures for the U.S. overall were considerably lower with 23% traveling during the first quarter and 18% during the fourth.

February was the most popular month of travel to the U.S. Islands (20% of the trips), closely followed by March (18%). The summer months

of June through August attracted only 7% of The Islands' Canadian vacationers.

Since 1974, the first quarter peak in the visitor curve had remained unchanged. But the popularity of the fourth quarter had increased from 14% in 1974 to 23% in 1975. This was featured by the emergence of November as an important travel month: 12% of Canadian trips to the U.S. Islands were taken in November of 1975, compared to fewer than 1/2 of 1% in 1974.

Chart 18  
CANADIAN VACATION TRIPS TO THE U.S. ISLANDS IN 1975  
BY SEASONALITY (QUARTERLY)

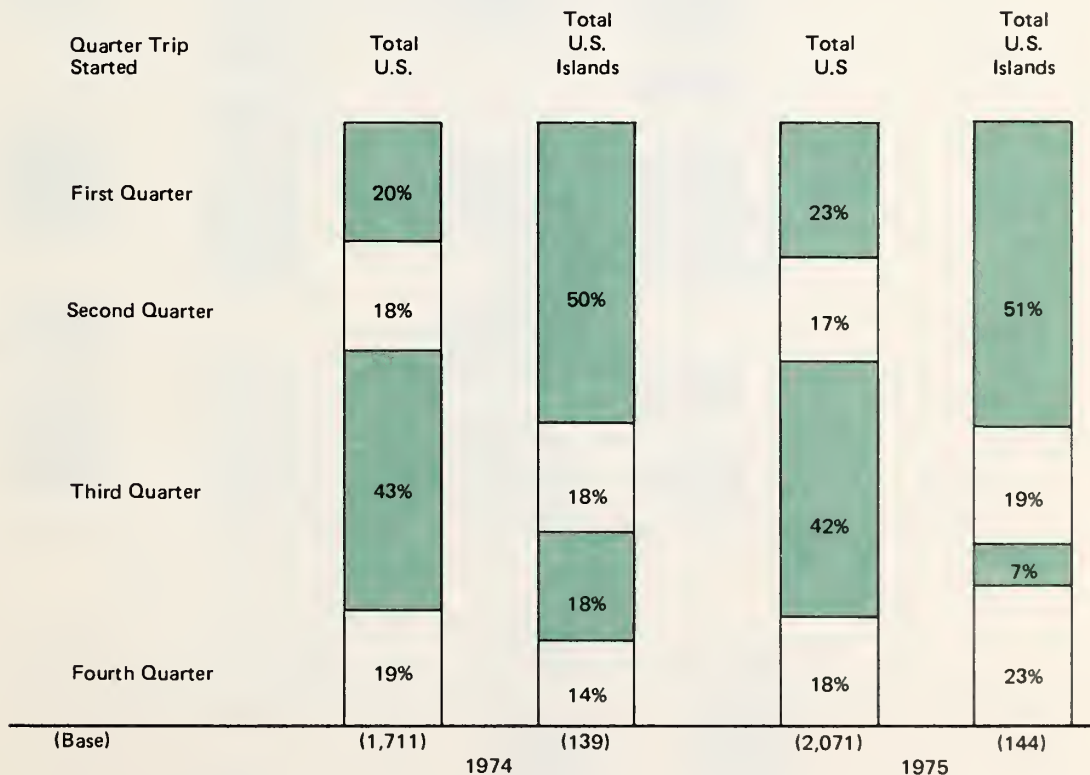
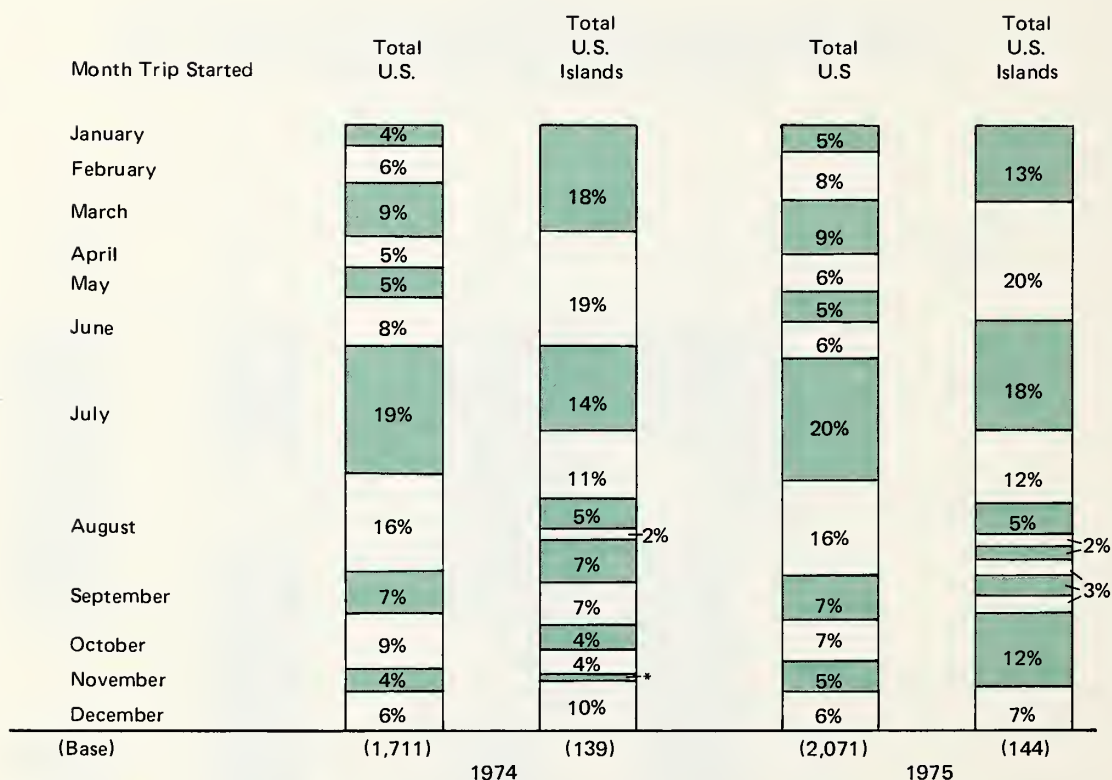




Chart 19  
CANADIAN VACATION TRIPS TO THE U.S. ISLANDS IN 1975  
BY SEASONALITY (BY MONTH)



\* Less than ½ of 1%

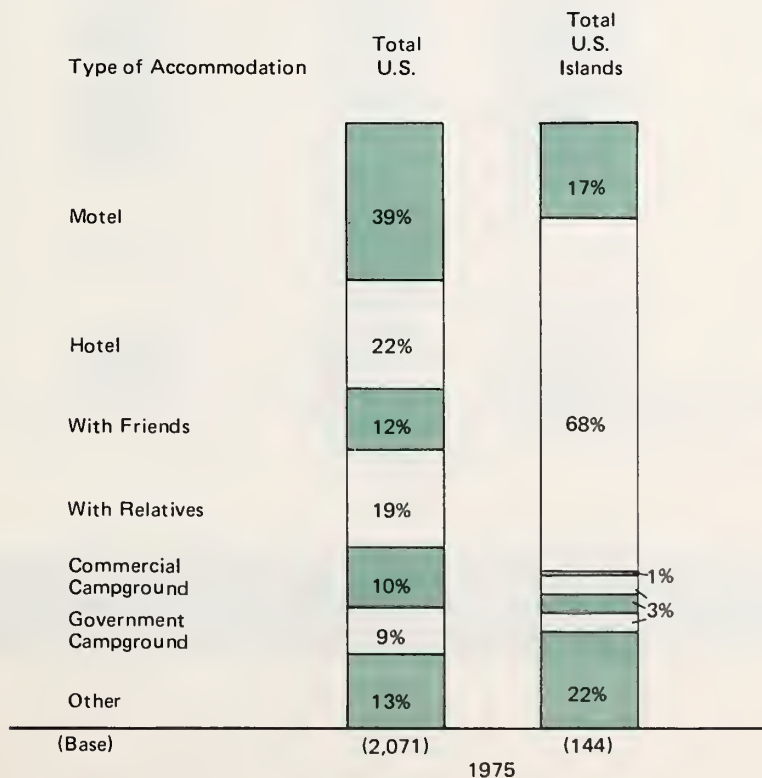
### e) Accommodation

Predictably, the hotel was the most popular type of accommodation for The Islands' Canadian vacationers (68%), with 17% staying in motels. This contrasts with the accommodation choices of Canadians traveling in the U.S. overall, where 39% stayed in motels and only 22% chose hotels. This quite obviously reflects the nature of accommodations available on the U.S. Islands, and the lack of friends and relatives on The Islands with whom Canadian visitors could stay.

Commercial campgrounds were used during 3% of the trips, as were Government campgrounds, reflecting the demand for outdoor activities.

A full 22% of Canadians traveling to the U.S. Islands chose other types of accommodation. This category includes resort lodges (10%), and would also include short-term or seasonal rental of other Island properties.

Chart 20  
CANADIAN VACATION TRIPS TO THE U.S. ISLANDS IN 1975  
BY TYPE OF ACCOMMODATION



Note: Totals add to more than 100% due to multiple responses

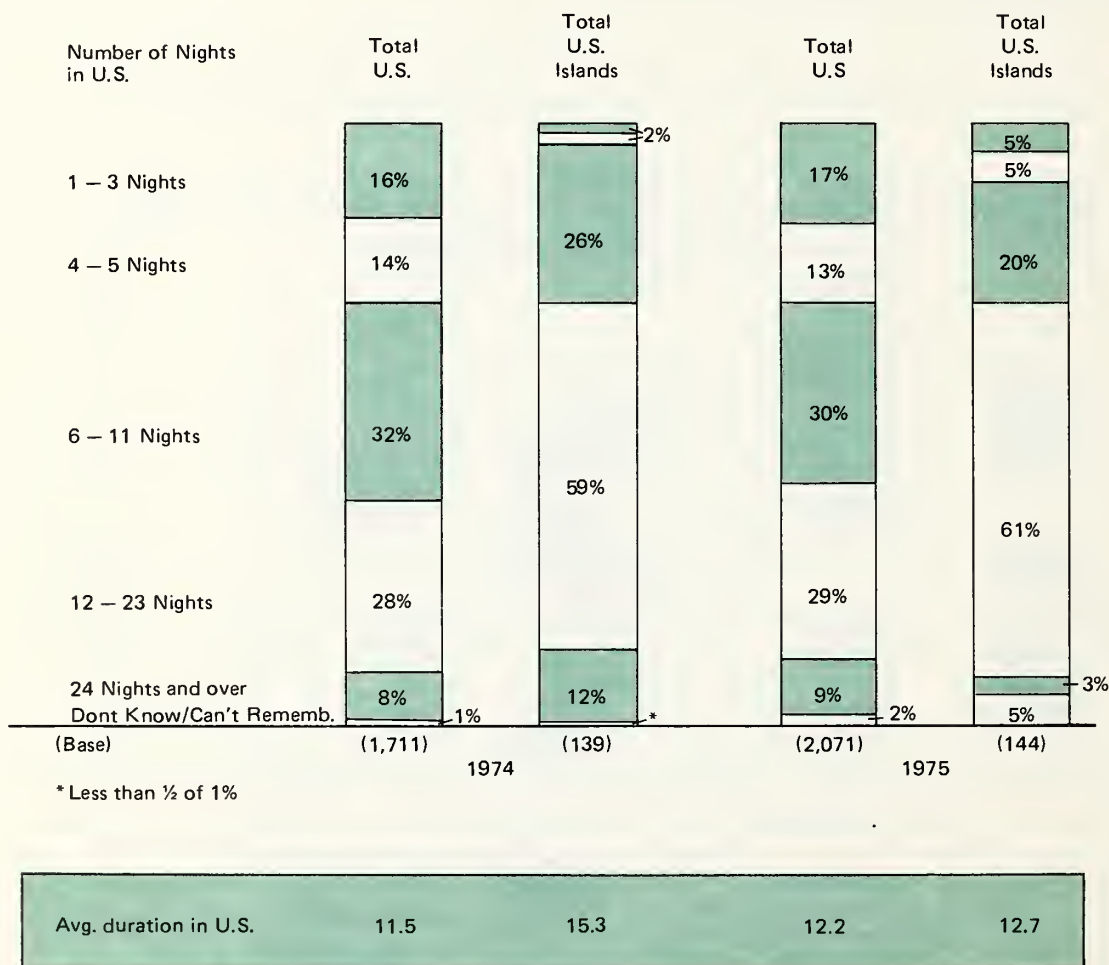
## f) Length of Stay

In 1975, Canadian vacationers to the U.S. Islands stayed an average of 12.7 nights in the United States, slightly above the national average of 12.2 nights. However, the duration was shorter than in 1974 when the U.S. Islands' visitors spent 15.3 nights.

The most popular length of stay in the U.S. Islands was 12 to 23 nights (61%) followed by 6 to 11 nights (20%).

The shorter average stay was apparently the result of fewer vacationers staying 24 nights or longer than in 1974, with a greater proportion taking short trips entailing stays of 5 nights or less.

Chart 21  
CANADIAN VACATION TRIPS TO THE U.S. ISLANDS IN 1975  
BY LENGTH OF STAY



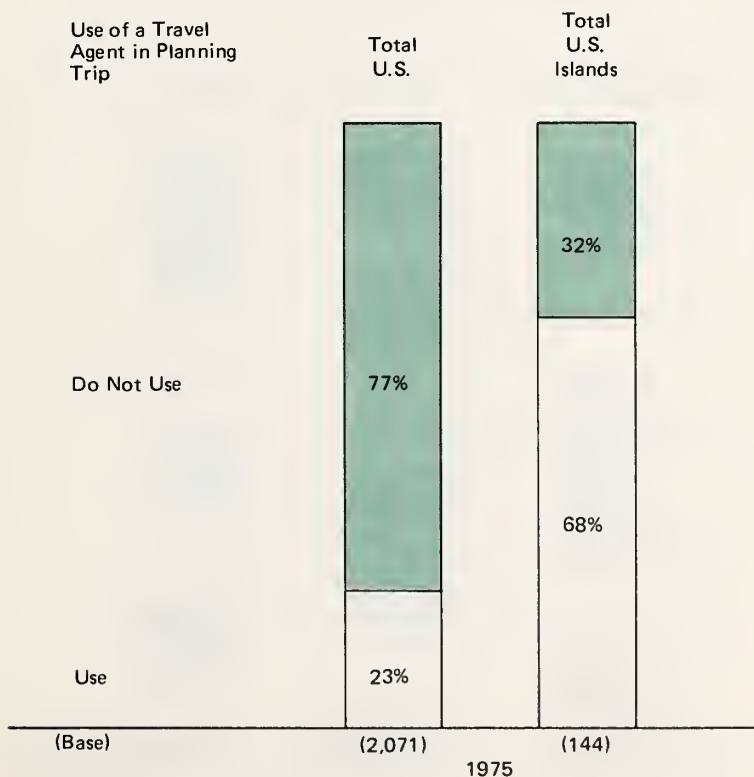
### g) Use of a Travel Agent

Two-thirds (68%) of Canadians vacationing in the U.S. Islands in 1975 made use of an agent when planning their trips. This high inclination to use travel agents undoubtedly was caused by the lack of familiarity most Canadians have with

the U.S. Islands and the relative difficulty of making direct arrangements.

Overall, only 23% of Canadians vacationing in the U.S. made use of a travel agent in some way.

Chart 22  
CANADIAN VACATION TRIPS TO THE U.S. ISLANDS IN 1975  
BY USE OF TRAVEL AGENT



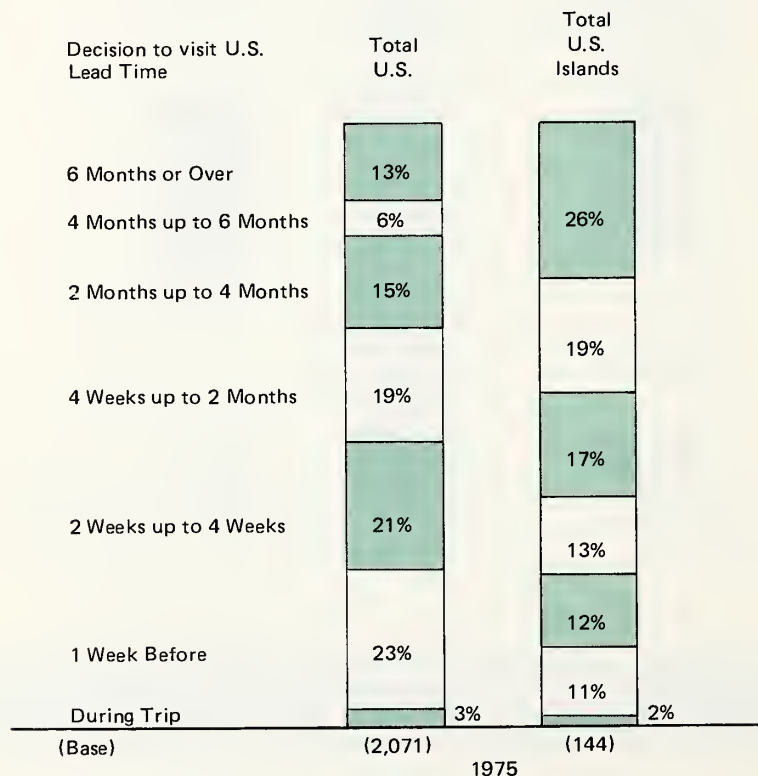
## h) Decision Lead-Time

Most Canadians vacationing in the U.S. Islands planned well ahead of their visit. More specifically, 26% indicated that they made their decision at least 6 months prior to departure, 19% decided between 4 and 6 months before departure, and another 17% indicated they made their decision between 2 and 4 months before leaving on their trip. It is interesting to note that 13% of the Canadians decided to visit the Islands al-

most on a whim (one week before or during the trip).

As would be expected, the decision lead-time pattern for the U.S. Islands was quite different from the overall U.S. trip decision pattern, which showed a majority planning to visit within 2 months of departure (66%).

Chart 23  
CANADIAN VACATION TRIPS TO THE U.S. ISLANDS IN 1975  
BY DECISION LEAD - TIME





### i) Favorable Impressions of the U.S.

The weather experienced in The Islands region was indicated to be the major attraction of the region by 59% of the Canadian vacationers. This is not surprising in light of the fact that most of them visited the U.S. Islands during the winter season.

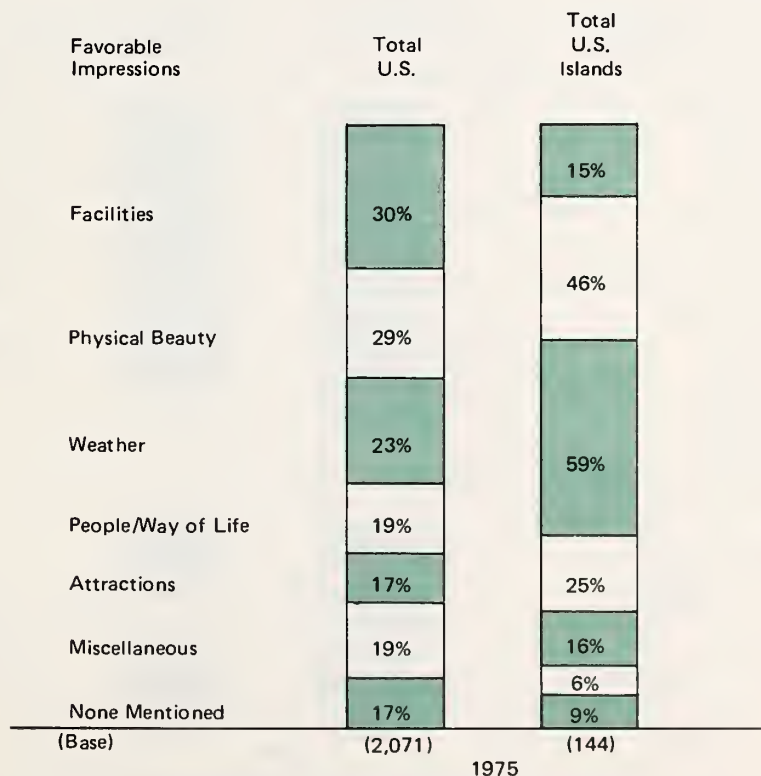
The physical beauty of this region also impressed Canadian visitors. Almost half (46%) report-

ed natural appeals, including the beaches and the ocean, among their most favored memories.

Both of these appeals were a significantly more important part of the U.S. Islands vacation product than for most other regions of the U.S.

Other favorable impressions of the U.S. Islands to visitors were the people and their way of life (25%), various attractions (16%), and the quality of the facilities for visitors (15%).

Chart 24  
CANADIAN VACATION TRIPS TO THE U.S. ISLANDS IN 1975  
BY FAVORABLE IMPRESSIONS OF THE U.S.



Note: Totals add to more than 100% due to multiple responses

## j) Unfavorable Impressions of the U.S.

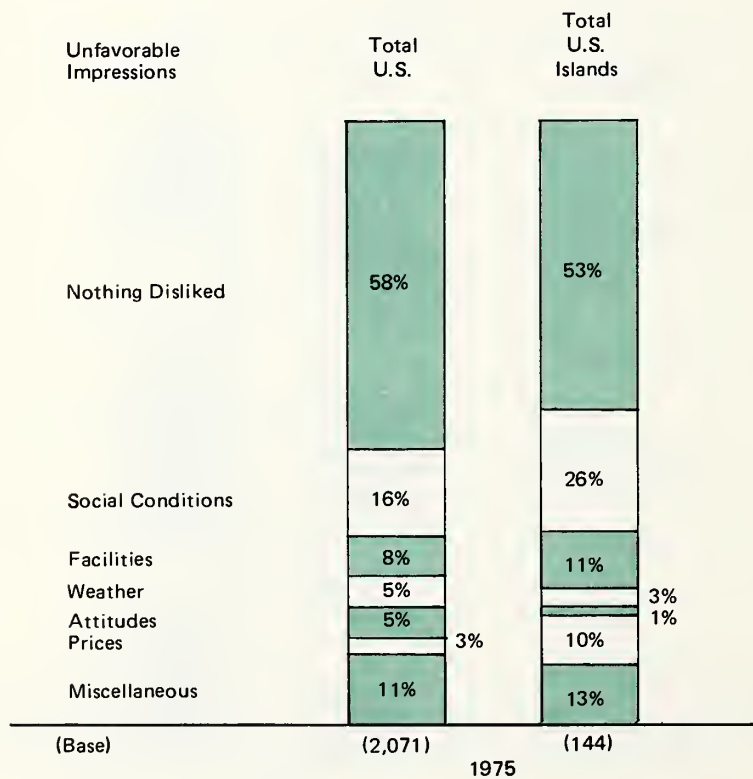
Most Canadians (58%) could not recall any unfavorable aspects of their recent trip to the U.S. Among those who did, however, "social conditions" were the most commonly cited (16%). These were primarily city-related and typically ranged from complaints of "dirtiness" and "too much smog" to "traffic" and "violence".

Canadians visiting the U.S. Islands had similar impressions. Over half (53%) could not recall

any unfavorable impressions; and among those who did, social conditions were the most prominent, being mentioned by 26% of the Canadian visitors.

The facilities were disliked by 11% of vacationers, while prices became an aggravation for 10% of Canadian visitors to the U.S. Islands in 1975, compared with only 3% in 1974.

Chart 25  
CANADIAN VACATION TRIPS TO THE U.S. ISLANDS IN 1975  
BY UNFAVORABLE IMPRESSIONS OF U.S.



Note: Totals add to more than 100% due to multiple responses

# APPENDICES

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## Appendix A

### DEFINITION OF UNITED STATES AND CANADIAN REGIONS

#### U.S. REGIONS

##### 1. NEW ENGLAND

Connecticut  
Maine  
Massachusetts  
New Hampshire  
Rhode Island  
Vermont

##### 2. EASTERN GATEWAY

New Jersey  
New York

##### 3. GEORGE WASHINGTON COUNTRY

Delaware  
District of Columbia  
Maryland  
Pennsylvania  
Virginia  
West Virginia

##### 4. THE SOUTH

Alabama  
Arkansas  
Florida  
Georgia  
Kentucky  
Louisiana  
Mississippi  
North Carolina  
South Carolina  
Tennessee

##### 5. GREAT LAKES COUNTRY

Illinois  
Indiana  
Iowa  
Michigan  
Minnesota  
Ohio  
Wisconsin

##### 6. MOUNTAIN WEST

Colorado  
Montana  
Nebraska  
North Dakota  
South Dakota  
Utah  
Wyoming

##### 7. FRONTIER WEST

Arizona  
Kansas  
Missouri  
New Mexico  
Oklahoma  
Texas

##### 8. FAR WEST

Alaska  
California  
Idaho  
Nevada  
Oregon  
Washington

##### 9. ISLANDS

American Samoa  
Guam  
Hawaii  
Puerto Rico  
Virgin Islands

#### CANADIAN REGIONS

##### ATLANTIC PROVINCES

Newfoundland  
Prince Edward Island  
Nova Scotia  
New Brunswick

##### QUEBEC

##### ONTARIO

##### PRAIRIE PROVINCES

Manitoba  
Saskatchewan  
Alberta

##### BRITISH COLUMBIA

##### Other

Yukon/N.W.T.

## DEFINITION OF TERMS

The definitions used in the study were as follows:

**“Vacation”** defined for the respondent as not including weekends or long weekends or statutory holidays; or “working holidays”. Beyond this, the definition was intentionally left up to the respondent. This procedure was carefully established to avoid a long series of arbitrary decisions as to what was and what was not a vacation. For example, housewives, professional men, retired people and students would each have required explicit, arbitrary, and perhaps even inconsistent criteria laid down as to what constituted a vacation. Consequently, the definition of a vacation was completely subjective (aside from the above list of what it was not): if the respondent thought he had a vacation, it was considered that he did.

**“Vacation trip”** essentially is absence from home. Once again, the precise definition was the respondent’s. In practice, virtually all trips reported were of at least one night’s duration, and this can be taken as the working criterion.

For analytical purposes a further definitional requirement of a “trip” was made, such that it was “a person or group of people from the same household traveling together.” If husband and wife traveled together, it was deemed reasonable that this should be regarded as one trip, not two. For example, they would probably have made a single joint decision to go on the trip. If they went with a couple from another household, this second pair probably would have made a separate decision, so this foursome could be regarded as two trips.

Since individuals (18 or over) were interviewed for these studies, the problem could arise of double counting (or multiple counting) of trips—for example, interviewing husband and wife who had been on a trip together would show two trips, not one. Weighting was used to compensate for this possibility. For each trip it was ascertained how many people (18 and over from the same household) had been on the trip. The reciprocal of this number served as the basis for this corrective weighting.

### CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1974-75

(Regional Data Prorated to Equal 100%)

Regions and States	Base (Trips)		Estimated Household Trips		Estimated number Canadian arrivals		Percent of total vacation arrivals		Regional expenditures in the U.S. (\$million)		Percent of total Canadian vacation expenditures	
	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975
New England . . . . .	(332)	(392)	238,000	309,000	392,000	527,000	15%	16%	\$46	\$57	7%	7%
(Maine) . . . . .	(145)	(206)	105,000	156,000	183,000	264,000	7	8	22	30	3	4
(Massachusetts) . . . . .	(90)	(106)	66,000	93,000	105,000	132,000	4	4	15	18	2	2
Eastern Gateway . . . . .	(239)	(365)	190,000	316,000	313,000	527,000	12	16	55	79	9	10
(New York) . . . . .	(195)	(268)	161,000	227,000	261,000	362,000	10	11	42	61	7	8
(New Jersey) . . . . .	(58)	(108)	42,000	96,000	78,000	165,000	3	5	18	24	3	3
George Washington Country . . . . .	(106)	(104)	84,000	79,000	131,000	131,000	4	4	27	27	4	3
The South . . . . .	(334)	(481)	287,000	409,000	444,000	658,000	17	20	166	217	26	28
(Florida) . . . . .	(263)	(392)	220,000	338,000	366,000	560,000	14	17	138	199	22	26
Great Lakes Country . . . . .	(199)	(224)	178,000	209,000	288,000	330,000	11	10	46	51	7	7
Mountain West . . . . .	(114)	(168)	101,000	143,000	183,000	231,000	7	7	28	48	4	6
Frontier West . . . . .	(64)	(48)	62,000	51,000	105,000	66,000	4	2	30	28	5	4
Far West . . . . .	(431)	(441)	376,000	380,000	575,000	626,000	22	19	136	152	22	20
(California) . . . . .	(175)	(194)	164,000	162,000	235,000	264,000	9	8	81	94	13	12
(Washington) . . . . .	(189)	(195)	147,000	156,000	261,000	264,000	10	8	29	37	5	5
U.S. Islands . . . . .	(139)	(144)	103,000	115,000	157,000	165,000	6	5	91	105	14	14
U.S. Unspecified . . . . .	(28)	(43)	25,000	35,000	26,000	33,000	1	1	6	13	2	2
Total U.S. Mainland . . . . .	(1,588)	(1,937)	1,541,000	1,931,000	2,457,000	3,129,000	94	95	540	672	86	86
Total U.S. . . . .	(1,711)	(2,071)	1,644,000	2,046,000	2,614,000	3,294,000	100%	100%	631	777	100%	100%

\* See note on Page 3  
(Canadian Arrivals)



## CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1974-75

Regions and States	Base (Trips)		Average number of adults on trip		Average number of adults from own household		Average number of nights spent in U.S.	
	1974	1975	1974	1975	1974	1975	1974	1975
New England . . . . .	(332)	(392)	2.53	3.06	1.65	1.68	8.2	8.6
(Maine) . . . . .	(145)	(206)	2.73	3.12	1.71	1.73	7.5	8.7
(Massachusetts) . . . . .	(90)	(106)	2.26	2.84	1.51	1.58	10.1	11.0
Eastern Gateway . . . . .	(239)	(365)	2.38	2.71	1.66	1.61	8.2	9.3
(New York) . . . . .	(195)	(268)	2.24	2.58	1.64	1.58	7.7	9.0
(New Jersey) . . . . .	(58)	(108)	2.75	3.06	1.71	1.69	11.6	9.8
George Washington Country . . . . .	(106)	(104)	2.55	2.70	1.63	1.74	13.9	11.1
The South . . . . .	(334)	(481)	2.48	2.78	1.60	1.62	17.5	19.7
(Florida) . . . . .	(263)	(392)	2.21	2.72	1.63	1.62	18.6	21.1
Great Lakes Country . . . . .	(199)	(224)	2.31	2.84	1.67	1.52	9.2	13.6
Mountain West . . . . .	(114)	(168)	2.26	2.52	1.78	1.67	9.3	9.8
Frontier West . . . . .	(64)	(48)	2.18	2.81	1.51	1.48	15.7	28.2
Far West . . . . .	(431)	(441)	2.11	2.49	1.52	1.60	11.6	12.6
(California) . . . . .	(175)	(194)	1.95	2.39	1.47	1.58	16.8	18.1
(Washington) . . . . .	(189)	(195)	2.25	2.30	1.71	1.73	8.2	9.8
U.S. Islands . . . . .	(139)	(144)	2.39	3.06	1.51	1.50	15.3	12.7
U.S. Unspecified . . . . .	(28)	(43)	2.65	2.76	1.68	1.50	14.2	12.8
Total U.S. Mainland . . . . .	(1,588)	(1,937)	2.36	2.73	1.60	1.61	11.3	12.2
Total U.S. . . . .	(1,711)	(2,071)	2.36	2.76	1.59	1.61	11.5	12.2

## CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1974-75

	Base (Trips)		Total trip expenditures per vacation party		Daily trip expenditures by vacation party		Total trip expenditures per adult		Daily trip expenditures per adult	
	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975
New England .....	(332)	(392)	\$303	\$365	\$37	\$42	\$120	\$119	\$15	\$14
(Maine) .....	(145)	(206)	345	382	46	42	126	122	17	13
(Massachusetts) .....	(90)	(106)	326	397	32	36	144	140	14	13
Eastern Gateway .....	(239)	(365)	392	453	48	48	165	167	20	18
(New York) .....	(195)	(268)	350	444	45	48	156	172	20	19
(New Jersey) .....	(58)	(108)	591	489	51	49	215	160	19	16
George Washington Country .....	(106)	(104)	544	570	39	54	213	211	15	20
The South .....	(334)	(481)	910	870	52	55	367	313	21	20
(Florida) .....	(263)	(392)	895	1,023	48	54	405	376	22	20
Great Lakes Country .....	(199)	(224)	376	489	41	37	163	172	18	13
Mountain West .....	(114)	(168)	408	543	44	59	181	215	19	23
Frontier West .....	(64)	(48)	727	1,118	46	41	333	398	21	15
Far West .....	(431)	(441)	545	671	47	57	258	269	22	23
(California) .....	(175)	(194)	738	899	44	55	378	376	23	23
(Washington) .....	(189)	(195)	309	465	38	55	137	202	17	24
U.S. Islands .....	(139)	(144)	1,350	1,531	88	122	565	500	37	40
U.S. Unspecified .....	(28)	(43)	420	798	30	64	158	289	11	23
Total U.S. Mainland .....	(1,588)	(1,937)	518	592	46	52	219	217	19	19
Total U.S. ....	(1,711)	(2,071)	570	651	50	57	242	236	21	21

## CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1974-75

	Base (trips)			Total trip expenditures \$			Total trip expenditures per adult (\$)			Daily trip expenditures by vacation party (\$)			Daily trip expenditures per adult (\$)			Average No. of nights spent			Average No. of adults on trip			Average No. of adults from own household		
	1974	1975		1974	1975		1974	1975		1974	1975		1974	1975		1974	1975		1974	1975		1974	1975	
Expenditures in U.S. only:																								
Total	(1,711)	(2,071)		\$570	\$651		\$242	\$236		\$50	\$57		\$21	\$21		11.5	12.2		2.36	2.76		1.59	1.61	
Residence:																								
Atlantic Provinces	(63)	(180)		373	581		170	210		40	58		18	21		9.3	9.6		2.20	2.77		1.53	1.75	
Quebec	(431)	(545)		515	581		197	186		41	50		16	16		12.6	12.8		2.61	3.13		1.66	1.65	
French Quebec	(271)	(403)		624	588		222	176		49	53		17	16		12.7	12.6		2.81	3.34		1.72	1.69	
English Quebec	(95)	(142)		515	584		259	215		48	44		24	17		10.7	13.5		1.99	2.62		1.49	1.55	
Ontario	(673)	(738)		589	656		250	248		53	56		23	21		11.1	12.5		2.36	2.68		1.52	1.58	
Prairies	(263)	(277)		516	722		247	252		45	64		22	22		11.4	11.7		2.09	2.87		1.50	1.55	
British Columbia	(270)	(319)		624	723		318	333		58	69		29	32		10.8	11.9		1.96	2.17		1.47	1.61	
City of residence:*																								
Vancouver	(166)	(181)		652	763		--	332		62	71		--	31		10.5	11.8		--	2.30		1.38	1.69	
Calgary/Edmonton	(80)	(60)		695	958		--	352		58	82		--	30		12.0	11.5		--	2.72		1.44	1.32	
Winnipeg	(62)	(64)		477	641		--	283		31	44		--	19		15.3	16.0		--	2.26		1.38	1.69	
Toronto	(254)	(290)		515	617		--	260		51	47		--	20		10.1	13.9		--	2.37		1.48	1.50	
Montreal	(206)	(305)		599	608		--	205		40	52		--	18		15.1	12.4		--	2.97		1.57	1.63	
English	(67)	(101)		419	596		--	231		31	48		--	19		10.7	12.9		--	2.58		1.49	1.54	
French	(86)	(173)		815	629		--	195		44	57		--	18		18.6	11.7		--	3.22		1.68	1.68	
Other	(53)	(31)		459	540		--	181		31	39		--	13		14.8	14.9		--	2.98		1.30	1.65	
Community size:																								
Urban	(1,490)	(1,727)		557	648		249	241		50	56		21	21		11.7	12.2		--	2.69		--	1.60	
Rural	(218)	(344)		455	672		193	211		45	65		19	20		10.2	12.3		--	3.19		--	1.66	

\* Data have limited value due to small sample sizes

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## CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1974-75

	Base (trips)		Total trip expenditures \$		Total trip expenditures per adult (\$)		Daily trip expenditures by vacation party (\$)		Daily trip expenditures per adult (\$)		Average No. of nights spent		Average No. of adults on trip		Average No. of adults from own household	
	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975
Sex:																
Male . . . . .	(792)	(944)	\$624	\$664	\$264	\$241	\$55	\$60	\$23	\$22	11.3	11.7	--	2.75	--	1.63
Female . . . . .	(916)	(1,127)	519	639	220	232	45	55	19	20	11.6	12.7	--	2.76	--	1.59
Age:																
18 to 29 . . . . .	(505)	(626)	519	605	220	210	50	56	21	19	10.5	10.6	--	2.91	--	1.43
30 to 39 . . . . .	(323)	(401)	604	623	256	238	63	69	27	26	9.6	9.3	--	2.62	--	1.69
40 to 49 . . . . .	(341)	(337)	572	706	242	263	60	74	25	28	9.5	9.7	--	2.68	--	1.90
50 and over . . . . .	(537)	(707)	601	696	255	256	41	47	17	17	14.8	16.7	--	2.72	--	1.61
Language:																
French Quebec . . . . .	(224)	(405)	634	588	269	176	48	53	21	16	13.1	12.6	--	3.34	--	1.69
Rest of Canada . . . . .	(433)	(1,666)	557	665	236	254	50	58	21	22	11.2	12.2	--	2.62	--	1.59
Marital status:																
Single . . . . .	(461)	(425)	539	622	228	211	45	54	19	18	12.0	11.5	--	2.95	--	1.22
Married . . . . .	(1,010)	(1,480)	590	679	250	250	56	62	24	23	10.5	12.2	--	2.72	--	1.89
Separated/Widowed/																
Divorced . . . . .	(236)	(166)	550	573	233	225	39	42	16	16	14.3	14.1	--	2.55	--	1.12
Family composition:																
Adults only . . . . .	(1,064)	(1,104)	582	679	247	245	46	52	20	19	12.6	14.5	--	2.77	--	1.52
Have children under 18 . . . . .	(644)	(967)	551	617	233	225	57	67	24	24	9.7	9.2	--	2.74	--	1.73
Socio economic level:																
Upper . . . . .	(497)	(677)	692	766	102	276	65	66	10	24	10.6	12.7	--	2.78	--	1.74
Upper middle . . . . .	(371)	(453)	628	737	266	262	52	60	22	21	12.0	12.2	--	2.81	--	1.66
Middle . . . . .	(343)	(380)	467	546	198	198	45	54	19	20	10.3	11.3	--	2.76	--	1.52
Lower middle . . . . .	(274)	(349)	477	608	202	225	37	54	16	20	12.9	12.3	--	2.70	--	1.51
Lower . . . . .	(224)	(212)	504	421	214	157	40	37	17	14	12.5	12.7	--	2.69	--	1.46

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## CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1974-75

	Base (trips)		Total trip expenditures \$		Total trip expenditures per adult (\$)		Daily trip expenditures by vacation party (\$)		Daily trip expenditures per adult (\$)		Average No. of nights spent		Average No. of adults on trip		Average No. of adults from own household	
	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975
Occupation:																
Prof./Sales/White collar . . . . .	(758)	(905)	\$600	\$690	\$254	\$259	\$56	\$65	\$24	\$24	10.8	11.3	--	2.66	--	1.61
Skilled labor . . . . .	(382)	(590)	551	619	233	218	59	62	25	22	9.3	10.0	--	2.84	--	1.70
Unskilled labor . . . . .	(103)	(100)	532	486	225	181	53	51	22	19	10.1	9.4	--	2.68	--	1.60
Farmer . . . . .	(37)	(68)	377	933	160	315	34	93	14	31	11.2	18.7	--	2.96	--	1.68
Student . . . . .	(50)	(36)	384	563	163	275	33	44	14	21	11.6	13.3	--	2.05	--	1.28
Retired/Pensioned . . . . .	(180)	(240)	607	713	257	229	38	42	16	14	15.8	19.1	--	3.11	--	1.76
Other . . . . .	(155)	(105)	592	571	251	211	37	32	15	12	16.2	17.4	--	2.71	--	1.15
Education completed:																
University . . . . .	(248)	(254)	516	636	219	247	50	59	21	23	10.4	10.9	--	2.58	--	1.56
Technical/Preparatory . . . . .	(151)	(176)	672	684	285	275	49	55	21	22	13.6	13.6	--	2.49	--	1.59
High school . . . . .	(432)	(514)	619	674	262	265	54	55	23	22	11.4	12.6	--	2.54	--	1.64
Elementary school . . . . .	(120)	(130)	694	543	294	172	42	45	18	14	16.5	14.2	--	3.15	--	1.56
Accommodation:																
Owned . . . . .	(1,052)	(1,451)	578	672	245	237	52	62	22	22	11.2	12.1	--	2.83	--	1.70
Rented . . . . .	(637)	(620)	568	616	241	235	47	51	20	19	12.0	12.5	--	2.62	--	1.44
Type of dwelling:																
Detached/Semi-Detached . . . . .	(1,107)	(1,500)	580	670	246	244	53	62	23	23	10.9	11.9	--	2.75	--	1.67
Town house/Other attached house . . . . .	(211)	(230)	602	631	255	191	51	46	21	14	11.9	14.0	--	3.30	--	1.57
Apartment . . . . .	(359)	(297)	513	628	217	253	39	52	16	21	13.2	12.4	--	2.48	--	1.39
Other . . . . .	(32)	(44)	718	393	304	170	71	34	30	15	10.1	11.8	--	2.31	--	1.66

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## CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1974-75

Purpose of trip:	Base (trips)		Total trip expenditures \$		Total trip expenditures per adult (\$)		Daily trip expenditures by vacation party (\$)		Daily trip expenditures per adult (\$)		Average No. of nights spent		Average No. of adults on trip		Average No. of adults from own household	
	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975
Visiting friends . . . . .	(572)	(311)	\$309	\$524	\$153	\$239	\$30	\$46	\$15	\$21	10.3	12.9	2.02	2.19	1.54	1.56
Visiting relatives . . . . .		(493)		421	178		37		16		12.7		2.36		1.63	
Staying at a vacation spot . . . . .	(637)	(891)	788	817	314	287	62	67	25	24	12.6	13.3	2.51	2.85	1.66	1.67
City sightseeing/ shopping . . . . .	(391)	(742)	617	713	243	256	61	63	24	23	10.1	12.0	2.54	2.79	1.62	1.66
Rural activities . . . . .	(446)	(628)	548	702	219	233	53	54	21	18	10.4	13.7	2.50	3.01	1.61	1.62
Other . . . . .	(358)	(370)	624	669	242	225	57	58	22	20	11.0	11.8	2.58	2.97	1.55	1.52
Purpose of trip and season:																
June to September:																
Visiting friends/ relatives . . . . .	(313)	(364)	295	378	135	149	36	39	17	15	8.1	10.2	2.18	2.54	1.62	1.67
Staying at a vacation spot . . . . .	(313)	(423)	552	522	208	186	52	53	20	19	10.6	10.0	2.65	2.81	1.65	1.75
City sightseeing . . . . .	(211)	(359)	503	527	193	192	61	58	24	21	8.2	9.4	2.61	2.75	1.62	1.70
Rural activities . . . . .	(278)	(371)	405	536	159	184	45	51	18	17	9.0	10.6	2.55	2.92	1.66	1.67
Other . . . . .	(175)	(185)	567	479	216	162	58	51	22	17	9.7	9.6	2.63	2.95	1.55	1.55
October to May:																
Visiting friends/ relatives . . . . .	(259)	(330)	327	553	179	263	25	45	14	21	12.9	14.1	1.83	2.10	1.44	1.51
Staying at a vacation spot . . . . .	(323)	(468)	1,023	1,068	432	371	70	75	29	26	14.7	15.8	2.37	2.88	1.67	1.61
City sightseeing . . . . .	(181)	(383)	753	890	307	314	61	66	25	23	12.3	14.3	2.45	2.83	1.61	1.63
Rural activities . . . . .	(168)	(257)	778	962	323	305	61	56	25	18	12.8	18.3	2.41	3.15	1.53	1.56
Other . . . . .	(183)	(185)	685	870	271	291	56	62	22	21	12.3	14.0	2.53	2.99	1.54	1.49
Main mode of transport:																
Car . . . . .	(826)	(1,219)	427	510	167	178	44	51	17	18	9.7	11.1	2.56	2.87	1.77	1.71
Plane . . . . .	(660)	(606)	811	963	403	378	58	74	29	23	13.9	13.5	2.01	2.55	1.42	1.45
Bus . . . . .	(150)	(124)	455	540	195	205	43	46	18	17	10.7	17.1	2.33	2.63	1.41	1.32
Train . . . . .	(17)	(23)	383	372	180	182	31	20	15	10	12.4	12.6	2.13	2.04	1.47	1.54
Motor camper . . . . .	(40)	(96)	437	596	140	229	42	41	13	16	10.4	15.8	3.13	2.60	1.69	1.89
Other . . . . .	(50)	(55)	646	545	201	144	49	39	15	10	13.1	13.2	3.21	3.78	1.43	1.48

## CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1974-75

	Base (trips)		Total trip expenditures \$		Total trip expenditures per adult (\$)		Daily trip expenditures by vacation party (\$)		Daily trip expenditures per adult (\$)		Average No. of nights spent		Average No. of adults on trip		Average No. of adults from own household	
	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975
<b>Month trip started:</b>																
December to March . . . .	(436)	(560)	\$567	\$1,009	\$405	\$374	\$55	\$63	\$26	\$23	15.6	17.7	2.14	2.70	1.57	1.54
April to May . . . . .	(173)	(216)	625	631	264	234	56	56	23	21	11.3	11.7	2.37	2.70	1.54	1.55
June to September . . . .	(871)	(1,060)	444	473	182	169	46	50	19	18	9.6	9.7	2.44	2.80	1.63	1.66
October to November . .	(229)	(235)	479	587	195	213	44	64	18	18	10.8	9.9	2.46	2.76	1.55	1.58
<b>Nights spend in U.S.:</b>																
1-5 . . . . .	(512)	(621)	245	241	103	83	74	75	31	26	3.3	3.3	2.39	2.90	1.63	1.59
6-11 . . . . .	(555)	(643)	535	590	220	217	68	76	28	28	7.9	7.8	2.43	2.72	1.57	1.64
12-17 . . . . .	(361)	(428)	880	997	373	350	63	72	27	25	13.9	14.0	2.36	2.85	1.61	1.63
18 and over . . . . .	(254)	(337)	934	1,096	432	438	29	35	13	14	32.1	33.1	2.16	2.50	1.50	1.54

Note: If the average number of persons per trip is not provided the national average of 2.36 persons for 1974 was used to determine the per capita expenditures for trips and the daily trip expenditures by vacation party.



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